



## Tool 10: Resource Mobilisation Strategies Planning

	Number of Resource Partners Targeted	Acquisition Channel	Communication and Cultivation Channels	Human Resource Required	Timeline	Costs	Expected Income
Strategy 1							
Strategy 2							
Strategy 3							
Strategy 4							
Strategy 5							
Strategy 6							
<b>Total</b>							

**For each strategy, set the following goals:**

---

- Number of resource partners you will target
- Acquisition channels (e.g. number of proposals written, calls, meetings, event, social media campaigns, etc)
- Communication and Cultivation channels on which you will interact with the resource partners, which information you will share and how frequently you will be in touch with them
- Human resources required to fulfill the goal
- Timeline for the implementation of the resource mobilisation actions and state by when you expect to see the income results
- Cost for the implementation of the strategy (Media House, Airing costs, printing, spot production, etc)
- Expected income from this source
- In the TOTAL summarize the resources needed and get an estimate of the return on investment you expect to make when implementing these strategies