



Tool 11: Resource Mobilisation Strategies Ranking

	Benefit	Costs	Staff Time	Sustainability	Risks Constraints	Total	Rank
Value	10 - 1	0 - 10	0 - 10	0 - 10	0 - 10	Max 50	1 - 6
Strategy 1						0	
Strategy 2						0	
Strategy 3						0	
Strategy 4						0	
Strategy 5						0	
Strategy 6						0	

Rate the strategies per category and then rank them according to the total sum per strategy:

- **Benefit:** Rate the income you generate with this strategy on a scale of 10 – 1, give 10 to a strategy which does not give you any income or very low and 1 to the one giving you the highest income you imagine.
- **Costs:** Rate how much it will cost you to generate the desired income with this strategy on a scale of 0 – 10. Rate at 0 if there are no costs involved and 10 if it requires a very high amount of capital expense.
- **Staff Time:** Rate how much time you and the team will need to invest to generate the desired income with this strategy on a scale of 0 – 10. Rate at 0 if no staff time is needed and you will get the resources anyway and 10 if it requires intensive staff involvement, including potential hiring new staff, etc.
- **Sustainability:** Rate for how long this strategy will give your organisation income on a scale of 0 – 10. Rate at 0 if you expect the effect of the strategy to last for > 10 years, 1 if it lasts for 8 – 9 years, 2 if 7 - 8 years, 3 if 6 – 7 years, 4 if 5 - 6 years, 5 if 4 - 5 years, 6 if > 3 - 4 years, 7 if 2 – 3 years, 8 if 1 –2 years, 9 if 6 months to 1 year, rate 10 if 0 to 6 months of expected funding.
- **Risks – Constraints:** Rate on a scale of 0 – 10 how likely it is that you will find issues when implementing this strategy. 0 means you see no risks and it will be very easy to get the money you expect to from this strategy, rate 5 when there is a good likelihood that you will achieve raising the funds, however there are some constraints and risks attached, which you will have to mitigate. Rate this category at 10 when there are major constraints and risks involved and it is rather unlikely that you will be able to get over them to successfully secure the planned resources.
- **Calculate the sum** of all categories per strategy and rank the strategies according to the total. The lowest value is the most favoured strategy, which implemented, might bring you the greatest benefit.