

5 Strategies for Organizations and Communities

What is Resource Mobilization?

As communities continually adapt to shifts in funding for social programs and basic resources, strengthening local capacity has become increasingly important. Resource mobilization involves identifying, organizing, and leveraging local assets to address community health needs even amid funding and capacity challenges.^{1,2} Below are five strategies that organizations and communities can use to mobilize local resources and build healthier, more resilient communities.

MAP EXISTING RESOURCES



Every community possesses valuable strengths and assets. These may include organizations, public spaces, local businesses, volunteers, and resident expertise. Asset mapping can help identify opportunities to build new partnerships and leverage existing resources more effectively.³ Key questions to begin the mapping process may include:

- What resources already exist?
- Who has expertise we can tap into?
- What organizations share our goals?
- What assets are currently underutilized?

BUILD COLLABORATIVE NETWORKS



Building relationships with groups or organizations that have complementary missions can help expand capacity, reduce duplication, and maximize collective impact. Strong collaborative networks can help to respond more effectively to the needs of communities while making the most of available resources.⁴ Effective collaborations involve:

- Identifying shared goals and mutual benefits
- Clearly defining roles and responsibilities
- Building trust through regular communication and transparency
- Sharing knowledge, expertise, staff, or other resources

DIVERSIFY RESOURCES



Building a resilient resource ecosystem involves drawing on multiple and diverse sources of support. Diversifying resources improves flexibility and helps organizations adapt to changing funding environments. Ways to diversify resources may include¹:

- Exploring earned revenue opportunities or fee-for-service models
- Developing partnerships with local businesses
- Leveraging the support of volunteers
- Securing in-kind support, such as space, supplies, technology, or expertise
- Sharing staff, services, or infrastructure with aligned organizations
- Engaging individual donors and identifying mutual aid opportunities

DEVELOP STRATEGIC FUNDING PARTNERSHIPS



Organizations can strengthen sustainability by building intentional relationships with partners who share similar goals. Strategic partnerships can create opportunities to co-apply for funding, share infrastructure, coordinate services, and leverage collective strengths.⁵ Organizations can:

- Explore joint grant applications and shared initiatives
- Share resources, expertise, and administrative capacity
- Build long-term relationships beyond funding opportunities

INVEST IN LOCAL LEADERSHIP



The people most impacted by community issues are best positioned to identify the priorities and solutions. Engaging community leadership builds trust, ensures the work reflects the community's needs, and promotes local ownership, helping efforts continue well beyond a funding cycle.⁶ Strategies for local leadership investment may include:¹

- Identifying and building relationships with local champions
- Creating meaningful ways for community members to inform planning and decision-making
- Providing training and other capacity-building opportunities

References

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