Resource Mobilization for Labour Organizations Training Course

Professional Development Training Course Outline

Category	Trade Unions	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Resource Mobilization for Labour Organizations Training Course is designed to strengthen trade unions, worker associations, and labour federations in securing sustainable funding and strategic partnerships. In an increasingly competitive donor funding landscape, ESG-driven economy, and digital fundraising ecosystem, labour organizations must adopt innovative approaches to grant acquisition, partnership development, income diversification, and financial sustainability to remain impactful and independent.

This training equips participants with modern tools and techniques in fundraising strategy, proposal writing, donor mapping, crowdfunding, membership-based financing, CSR engagement, and digital resource mobilization platforms. It focuses on transforming labour organizations into financially resilient institutions capable of advancing decent work agendas, labour rights advocacy, social justice financing, and sustainable organizational growth

Programme Curriculum

Resource Mobilization for Labour Organizations Training Course

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mobilization platforms. It focuses on transforming labour organizations into financially resilient institutions capable of advancing decent work agendas, labour rights advocacy, social justice financing, and sustainable organizational growth.

Course Duration

5 days

Course Objectives

1. Develop sustainable resource mobilization strategies for labour unions
2. Strengthen grant writing and proposal development skills
3. Enhance donor mapping and intelligence gathering capabilities
4. Build expertise in CSR partnerships and private sector engagement
5. Apply digital fundraising and crowdfunding techniques
6. Improve membership dues optimization and internal revenue systems
7. Strengthen financial sustainability frameworks for trade unions
8. Master project budgeting and donor compliance requirements
9. Develop strategic communication for fundraising success
10. Build capacity in multi-stakeholder partnership development
11. Strengthen impact reporting and results-based management (RBM)
12. Enhance negotiation skills for funding agreements and MOUs
13. Promote innovation in labour movement financing models

Target Audience

1. Trade union leaders and executives
2. Labour organization finance officers
3. Resource mobilization and fundraising officers
4. Programme and project managers in unions
5. Labour rights activists and advocates
6. NGO partners working on labour issues
7. Youth and women in labour movements
8. Policy and advocacy officers in worker organizations

Course Modules

Module 1: Foundations of Resource Mobilization

- Concepts of resource mobilization in labour movements
- Funding ecosystem for unions and NGOs
- Internal vs external funding sources
- Sustainability models for labour organizations
- Ethical fundraising principles
- **Case Study:** A national union shifting from donor dependency to mixed revenue streams

Module 2: Strategic Fundraising Planning

- Designing a resource mobilization strategy
- SWOT analysis for funding readiness
- Setting fundraising targets and KPIs
- Stakeholder mapping techniques

- Risk management in fundraising
- **Case Study:** Regional labour federation developing a 3-year funding roadmap

Module 3: Grant Writing & Proposal Development

- Structure of winning proposals
- Logical frameworks and theory of change
- Budget development and justification
- Donor requirements and compliance
- Common proposal mistakes
- **Case Study:** Successful ILO-funded labour rights project proposal

Module 4: Donor Mapping & Intelligence

- Identifying institutional donors (ILO, EU, UN agencies)
- Private foundations and CSR mapping
- Building donor databases
- Relationship management systems
- Tracking funding trends
- **Case Study:** Union securing funding through targeted donor intelligence mapping

Module 5: Digital Fundraising & Crowdfunding

- Online fundraising platforms
- Social media fundraising strategies
- Email marketing for donations
- Mobile money integration
- Campaign storytelling techniques
- **Case Study:** Successful crowdfunding campaign for striking workers' welfare support

Module 6: Membership & Internal Revenue Systems

- Optimizing union dues collection
- Digital membership systems
- Value-added member services
- Financial accountability systems
- Incentivizing membership retention
- **Case Study:** Union increasing revenue through mobile-based dues collection system

Module 7: CSR & Private Sector Partnerships

- Engaging corporates on labour rights
- Negotiating CSR agreements
- ESG alignment strategies
- Public-private partnerships
- Ethical engagement frameworks
- **Case Study:** Labour federation partnering with manufacturing companies for worker safety programs

Module 8: Monitoring, Reporting & Sustainability

- Results-based reporting systems
- Donor reporting standards

- Impact measurement tools
- Financial transparency and audits
- Long-term sustainability planning
- **Case Study:** Union improving donor retention through transparent impact reporting

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price

23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

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