

Resource Mobilization Theory: Practical Actions by Resource Type (what is needed) and Resource Access Mechanism (how it is obtained)

Access Mechanism Resource Type	Self-Production Self-generated Produce it ourselves	Aggregation Combining from many individuals	Co-optation Obtaining from other organizations	Patronage Powerful and prestigious support
Human • People • Labor • Skills	• Volunteers • Taking on more roles • Active Board Members	• Recruiting volunteers/program participants • Service Days • Peer to peer invites (bring a friend events)	• School internships • Partner volunteer days • Shared staffing	• Donor funded person or project • Pro bono services • Sponsored fellowship
Material • Money • Space • Equipment	• Program/workshop fees • Selling merch/swag • Renting out space	• Small recurring donations • Crowd-funding campaigns • Fundraising events	• Gov't/Foundation grants • Fiscal sponsorship revenues • Shared funding proposals	• Major donors • Family foundation gifts • A lead campaign donor
Socio-organizational • Networks • Relationships	• Build a membership base • Develop internal contact network • Regular community meetings	• Making email and SMS lists • Petition and pledge campaigns • Host open houses & gatherings	• Coalitions w/ aligned groups • Partner with other groups • regional/national networks	• Access other networks via champions • Make high level connections • Leverage prof. networks
Cultural • Narratives • Knowledge • Skills	• Clear mission narrative • Documenting our best/special practices • Train ourselves in our core messaging	• Collect/share community stories • User-generated content campaigns • Community story telling events	• Partner with academics for research support • Use existing data and reports • Media collaboration	• Influencers amplify message • Expert endorsements • Prominent supporters
Moral • Legitimacy • Trust • Credibility	• Consistent & transparent operations • Share impacts/outcomes • Build trust through our long-term presence	• Collect testimonials • Build visible community support • Encourage public endorsements	• Institutional endorsements • Partner w/ trusted nonprofits • Align with recognized standards and certifications	• High profile endorsements • Philanthropist support • Public figure support