

Examining the Impact of Strategic Leadership on Effective Resource Mobilization in Faith Based Organizations

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EXECUTIVE SUMMARY

This research examines ways of improving the effectiveness of Faith Based Organizations by investigating how strategic leadership impacts resource mobilization. Faith Based Organizations (FBO's) are formed to alleviate specific problems in the society thereby causing transformation in the community. However, FBO's have not realized these objectives because of short life spans caused by mismanagement, ineffective leadership and inadequate resources that lead to inefficiency.

The researcher used an exploratory approach by administering leading questions in a questionnaire that respondents answered individually. Respondents were from middle to senior management from thirteen Faith Based Organizations. The study found that most FBO's had medium term and not long term strategic plans. It also follows that a majority of firms did not meet their financial targets at all over a three year period. None of the FBO's utilizes the media as a fundraising method. The percentage of FBO's that have had leadership issues over a five year period was high.

Recommendations from the research are that strategic plans be followed so that targets, mandates and objectives are realized. Networking with other FBO's is suggested so as to leverage economies of scale in operations. This is important due to the small size of most FBO's. Use of the media for resource mobilization needs to be incorporated in addition to other methods, as a way of increasing effectiveness rapidly. It is further recommended that leadership integrity matters be decisively but graciously dealt with in order to safeguard the reputation of the firm and to keep it from collapse as a result of compromised leadership.