



Welcome To

Marketing For Human Services Organizations

HUS565





Go Ahead &
Dream **BIG!**

AN OVERVIEW OF NONPROFIT ORGANIZATIONS & MARKETING

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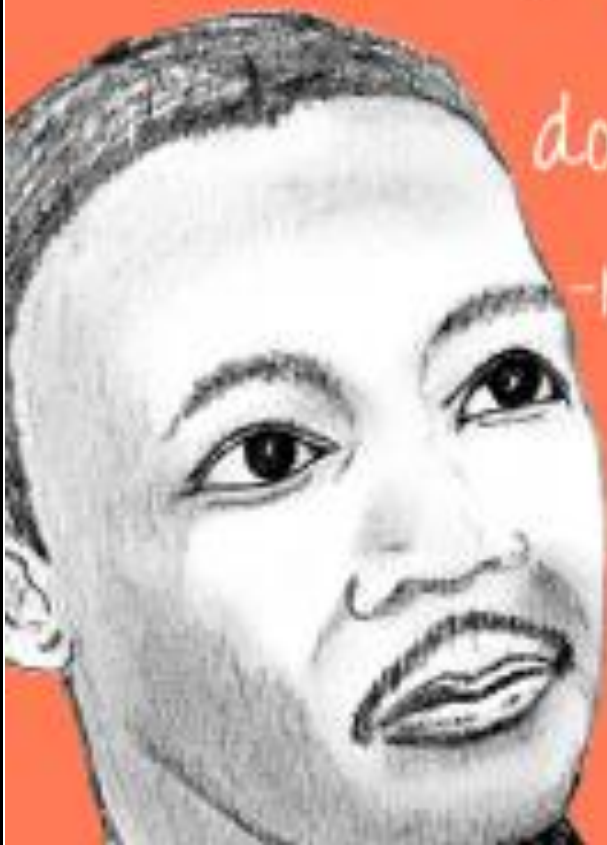
PhD, MSM, BS, IOM





Life's most persistent and
urgent question is,
What are you
doing for others?

-Martin Luther King, Jr.



A decorative graphic at the top of the slide features a bright orange five-pointed star in the upper right corner. A series of colorful, multi-lined swooshes in shades of blue, green, yellow, and red extend from the star across the top of the slide.

NONPROFIT ORGANIZATIONS:

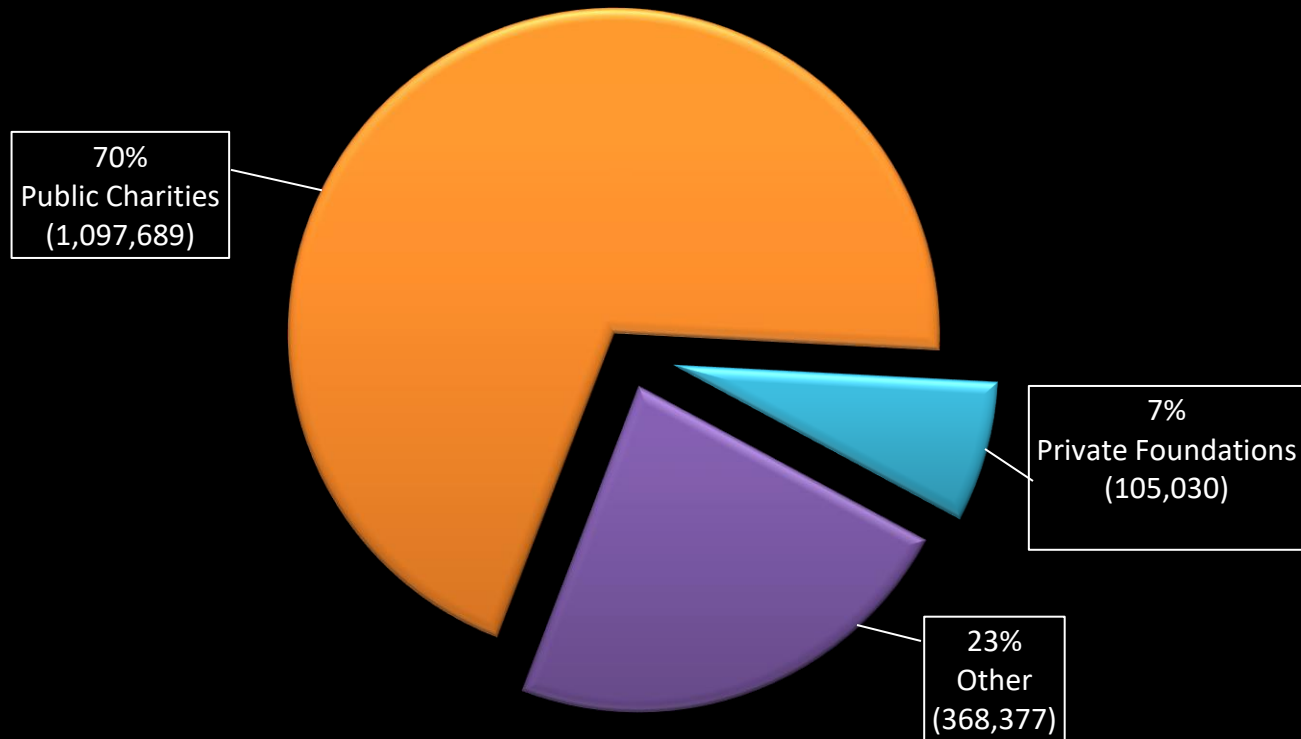
- Do not exist to ‘make money.’
- Exist to change the world.
- Exist to ‘do’ for others.



NPOs ARE FORMED BECAUSE...

- Government does not have the ability to address all of society's needs & desires.
- Individuals with common interests
(for example, owners of wooden-wheeled vehicles like the horse-drawn carriages used for weddings & site seeing)
join together in like-minded groups
(such as the Wooden Wagon Wheel Association).

NPOs BY TYPE





United Way



The Landings

ON SAVANNAH'S SKIDAWAY ISLAND



YMCA



WHAT'S THE DIFF ?

FOR PROFIT

TAX EXEMPT NONPROFIT

NET EARNINGS /
YEAR-END INCOME

YES - inures to and may be distributed to any private shareholder or individual.

NO - no part of the net earnings may be distributed to the benefit of any stakeholder. Instead, remaining year-end income rolls to the next year enabling the NPO to continue its work for the greater good.

COMPENSATION
OF BOARD

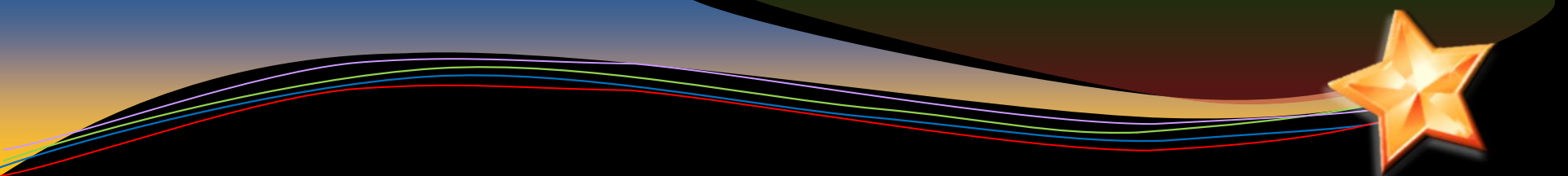
YES – frequently paid.

NO – no compensation; instead, serve as a 'labor of love,' as a way of being benevolent & as a way of 'giving back.'

ROLE

Make money for shareholders.

Serve the public for the 'greater good.'



TAX EXEMPT ? NONPROFIT ? BOTH ?

- TAX EXEMPT status refers to federal income tax exemption under the Internal Revenue Code.
- NONPROFIT status refers to how the entity is organized at the state level (is it a for-profit corporation or a nonprofit corporation?)



TAX EXEMPT: A Quick Review

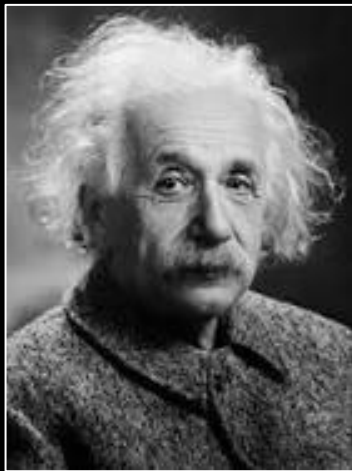
- Tax exempt status is determined by the IRS
- 29 types of tax exempt organizations including:
 - Charities
 - Churches & religious groups
 - Political organizations
 - Private foundations
 - Other (business leagues, unions, savings & loans)



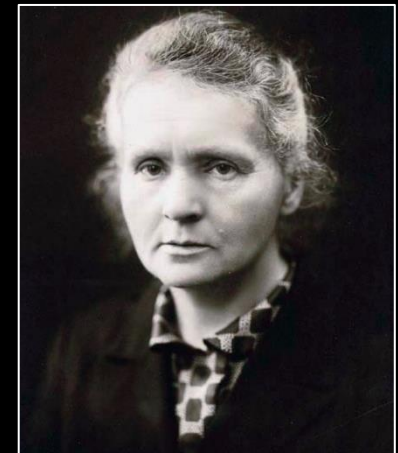
THEORY IS...

- ... A plausible or scientifically acceptable general principle (or body of principles) offered to explain phenomena.
- ... A well-confirmed type of explanation of nature that is consistent with scientific method and that fulfills the criteria required by modern science.

THEORIES & THEORISTS



ALBERT EINSTEIN
Theory of Relativity



MARIE CURIE
Theory of Radioactivity

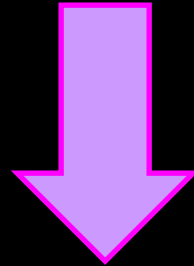


THEORIES RELATED TO NPOs

- Public goods theory
- Public choice theory
- Trust-related (or contract failure) theory
- Entrepreneurship theory
- Stakeholder theory
- Interdependence theory
- Social origins theory
- Economic theory
- Organization theory
- Social exchange theory



EXCHANGE THEORY



THE THEORY OF SOCIAL EXCHANGE

- Explains social change & stability as a process of negotiated exchanges between parties.
- Posits that human relationships are formed by the use of a subjective cost-benefit analysis & the comparison of alternatives.
- Is also used in the business world to imply a two-sided, mutually contingent & rewarding process involving transactions or simply exchange.

THE THEORY OF SOCIAL EXCHANGE

(reciprocate / give - get)



SOCIAL EXCHANGE THEORY

(give - get)



MARKETING THEORY

(pull vs push)



EFFECTIVE MARKETING

- Starts from the point of the view of the audience (or customer) & seeks to anticipate & address their needs. It's all about you, the audience; not coincidentally, that's why lots of marketing pieces tend to start with the word "you."
- Is a "pull" strategy that meets the audience where it is, & then tries to steer (or "pull") the audience to the desired action or behavior through incentives or other inducements.
- Appeals to the heart.





NONPROFIT MARKETING

The biggest challenge in NPO marketing today
is also the biggest opportunity.

- Most NPOs lack time & money; so they must focus on a few marketing initiatives that generate the most value to their stakeholders.
- Traditional marketing methods (print ads & direct mail) can quickly deplete already tight budgets.
Yet the NPO has little to show for these efforts.
- NPOs have affordable *digital* tools that help marketing teams grow & thrive online:
 - Social media
 - E-Newsletters
 - Blogs



MARKETING ANSWERS THE ?S:

- **WHO?**

What's your organization's name?

- **WHAT?**

What kind of organization are you (scale & sector)?

- **FOR WHOM?**

Whom do your programs serve?

- **WHAT NEED?**

What pressing social problem does your program address?

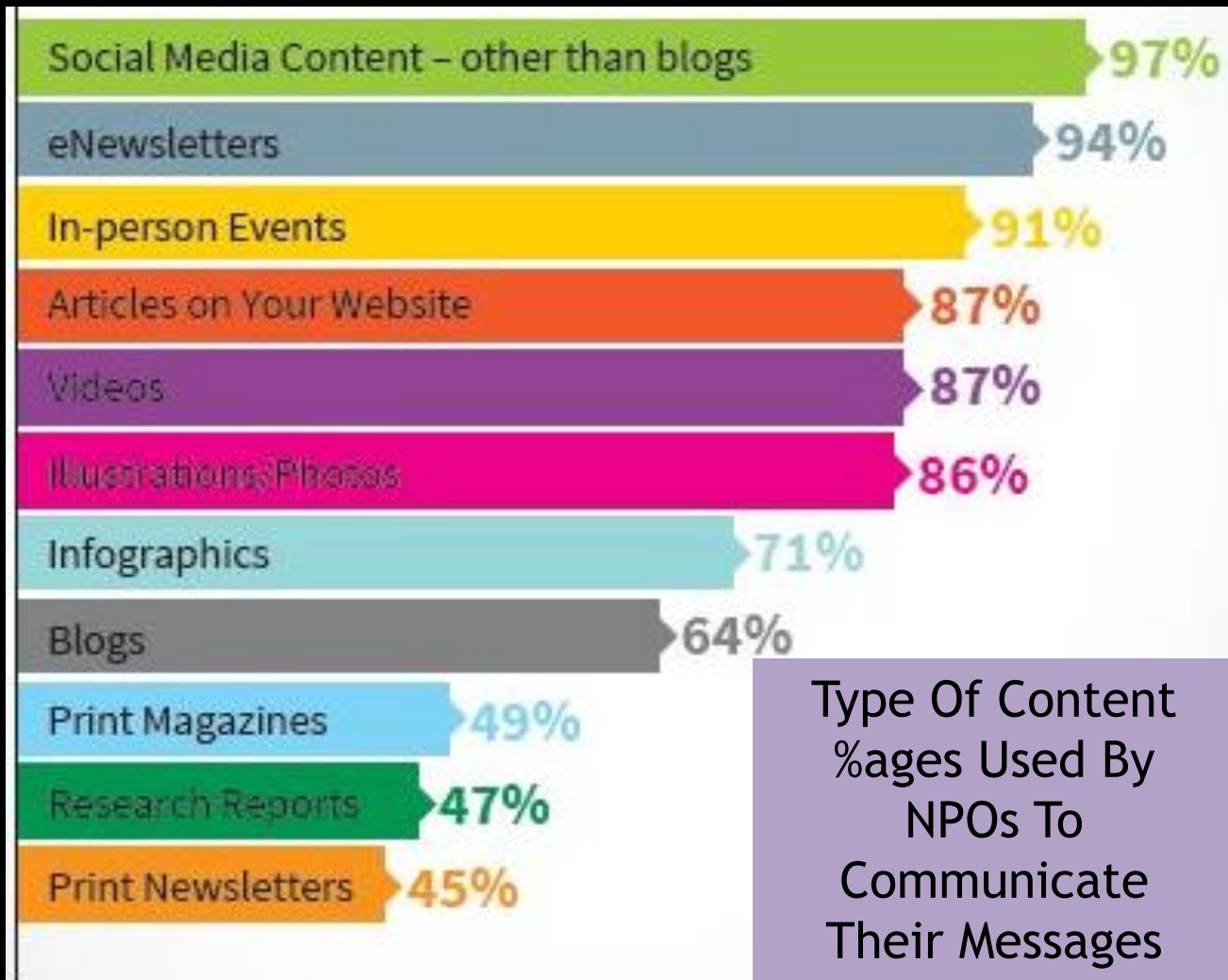
- **WHAT'S DIFFERENT?**

What is distinctive about your program?

- **WHY CARE?**

Why should they care?

NONPROFIT MARKETING STATS






GROUP DISCUSSION:

**WHAT IS THE BEST WAY TO
MARKET YOUR ORGANIZATION?**





The power of synergy:
 $1 \& 1 = 3$

Best wishes for continued success!



inspiring organization & leadership excellence



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