

Marketing Strategies used by NGOs

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“Marketing Strategies used by NGOs”

Abstract

The idea behind the research project “**Marketing Strategies used by NGOs**” was to understand and explore the existing marketing strategies adopted by various NGOs. The NGOs (30 in number) were studied on the basis of different parameters and an analysis was done. The analysis threw light on various gaps and the lacking areas of NGOs and also on the unique marketing strategies used by the NGOs.

Research Team

The research team consisted of the following PGDBA 1st year students:

Vinay Dhake	Ravneet Seth	Avinash Khosa
Heena Malhotra	Sunita Nair	Leena Dhawan
Rohit Gangwal	Linda Varghese	Prerana Puri
Shilpa Kher	Ruhee Shirwarkar	Prashant Khanna
Shweta Mehta	Nilesh Patil	Anubhuti Mishra

Faculty Guide: Ms. Gayatri Vivek, Program Co-ordinator, Post Graduate Diploma in Social Enterprise Management, SIES College of Management Studies, e-mail: gayatri@siescoms.edu

Introduction

Non-governmental Organization (NGO) is an agency devoted to managing resources and implementing projects with the goal of addressing social problems. NGOs are of great importance and value for the modern society and hence comes the need of having a marketing strategy for the NGO. This would help the NGO reach the masses and make the common man aware of the work it does.

Marketing in an NGO usually means attracting human and capital resources. NGOs today use various marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify or abandon a behavior for the benefit of individuals, groups or society as a whole. However, this is true only in case of some NGOs, while most of them are finding great challenge to collect funds, in building credibility, getting more people involved and in general to carry out its social activities.

Objectives

The following are the objectives of the research study:

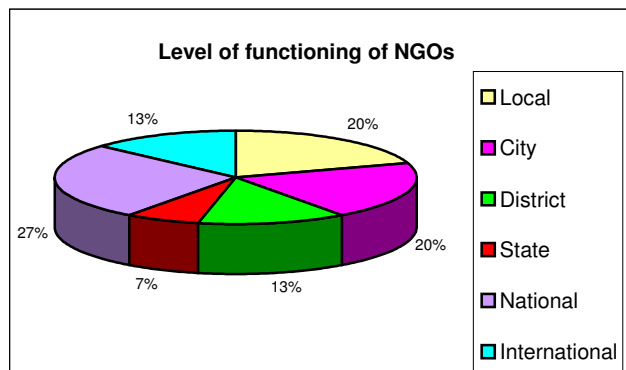
- 1) To study the marketing strategies of NGOs and generate awareness about the same
- 2) To put forward effective techniques of marketing in an NGO.
- 3) To identify major constraints and issues faced by NGOs in marketing

Methodology & Scope:

The research methodology consisted of collecting primary data by interviewing founders and staff of NGOs. The research covered a specified area of Navi-Mumbai. After covering some NGOs in Navi-Mumbai the research was then extended to some parts of Mumbai and Thane also. The number of NGOs that we as a group visited was 30 in number. Out of these 30 NGOs, 13 are in Navi Mumbai and the remaining in Mumbai

The graph below shows the level of functioning of the various NGOs visited.

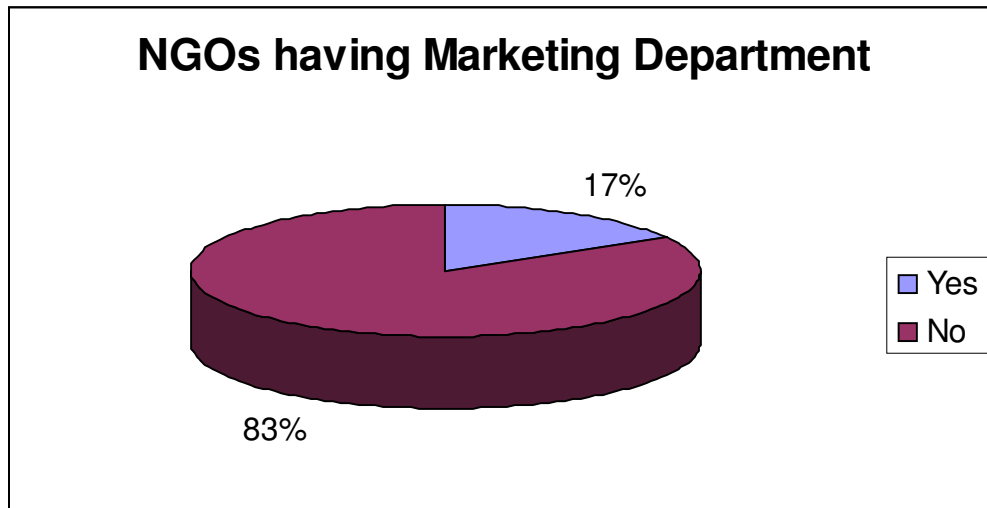
Functioning area of the NGO and its NGOs



Research Findings

Based on the parameters set to compare the NGOs and their involvement in the marketing domain, the analysis of various NGOs which were covered are as follows:

Marketing department shows the marketing awareness amongst the NGOs

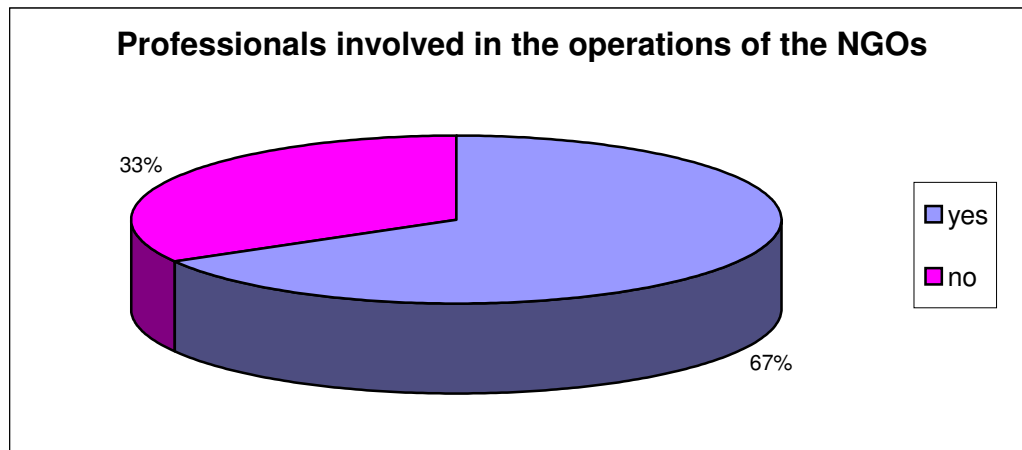


Here the marketing department chart implies that not many of the NGOs have a marketing department. While some of the NGOs regarded this as not a part of their main work, others realized its importance but found it difficult to implement.

Professionals involved in an NGO show the growth prospects and ability of NGOs to implement things professionally.

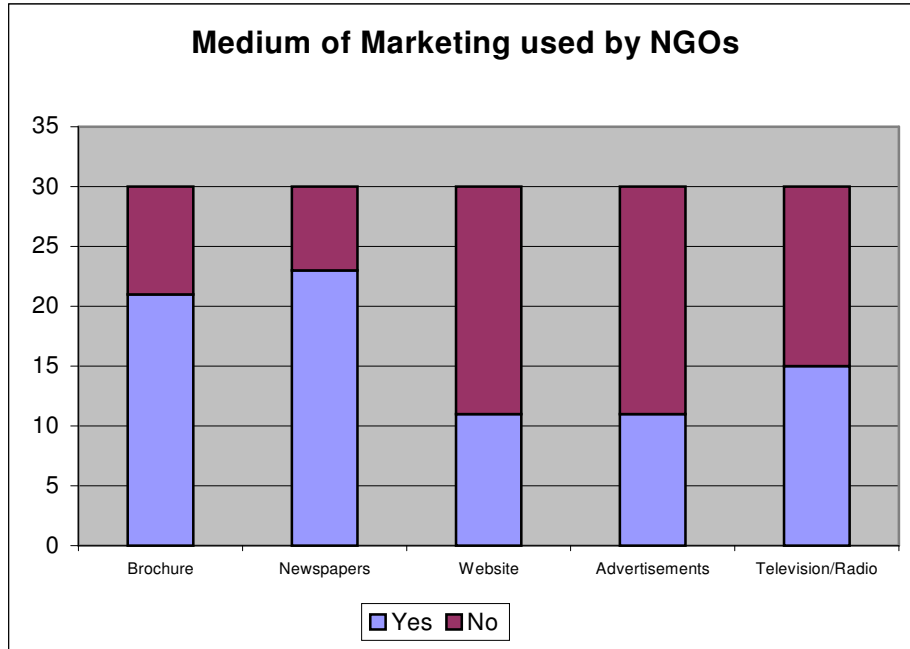
A professional can be defined as someone who will give the organization a direction and approach in its working vision.

e.g.: MBA, MSW (Master's of Social Work), Trainers and Teachers.



Even though we see from the graph that 67% of the NGOs employ professionals, the professionals involved in these NGOs are very few (Say around 1 or 2). Also the professionals are not utilized to the fullest of their capacity due to the lack of funds for marketing.

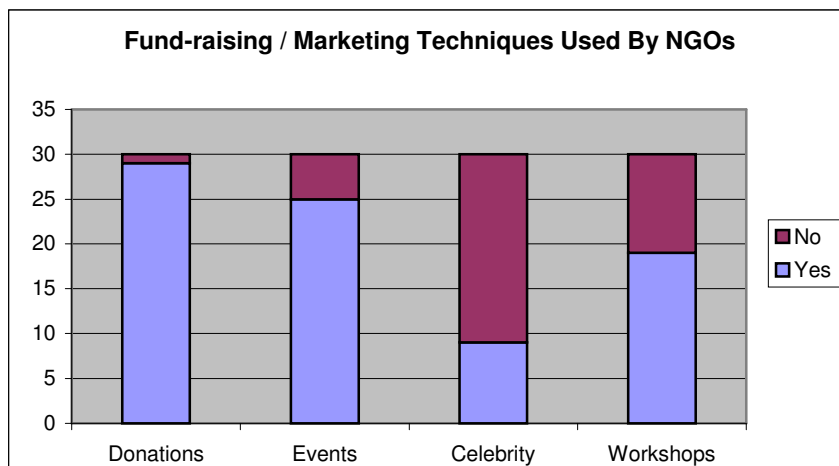
Medium of marketing shows the marketing tool which the NGOs employ



The medium of marketing used by NGOs is divided into brochures, Newspapers, Websites, Advertisements, and Television.

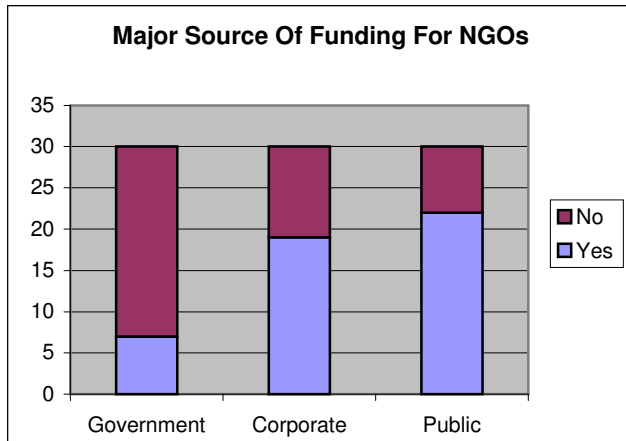
Here, we find that although most of the NGOs are using traditional marketing techniques like newspapers and brochures, they still lack the access to modern marketing mediums such as websites, advertising, etc.

Other Marketing Techniques



The other marketing techniques give a birds-eye view of the NGOs involved in fund raising through events and celebrity involvement. The events organized by most of the NGOs are on a very small scale and not many people are aware of such events. However, some NGOs are involved in organizing events at a larger scale. The celebrity involvement is less. This actually can be exploited as a tool to spread awareness and generate funds. NGOs are doing reasonably well in the workshops domain to attract human as well capital resources.

Major Sources of Funds



The major sources of funds for an NGO are the government, corporate and individual donors. The graph above shows that the public and corporate are understanding their responsibility towards society and helping in fund generation but the government’s involvement is minimal. This is quite surprising, since it’s the moral responsibility of the government to help the NGOs. One major concern is that although the government is somewhat involved in helping NGOs for funds, this help is delayed by years.

Unique Methods Of Marketing used By NGOs

The following are some of the unique methods in which NGOs are carrying out their marketing activities.

- Exhibitions are usually held by the NGOs to sell products like bags, folders, pouch etc. These products are made of environment friendly material. This helps the NGO to generate revenues for there varied projects and showcase their talent pool. The exhibitions are basically carried out in tandem with schools, colleges and corporate.
- Organizing events like haldi kum-kum (for women), Sathya Narayan puja etc. to form an emotional bondage with the Volunteers. This helps them reach the masses.
- Printing calendars with logos and mission of the NGO. This helps the NGO reach the common man and spread awareness about their cause.
- Mascots are used by some NGOs to spread messages which impact the common man. (e.g. A mascot for spreading awareness on tree plantation drives.)

- Organizing annual functions where volunteers are felicitated and hence encourage them to do more work.
- Annual programmes are telecasted on local cable channels. This helps them spread their cause in a more effective way.

Recommendations

The recommendations that are put forward in the report are based on data analysis and interaction with the NGOs. This is an earnest attempt to help the NGOs fill up the gaps so that they can market their cause in a much more effective way.

The recommendations are as follows

Maintaining Database

Maintaining database of volunteers will help the NGOs to keep a track of their volunteers. This will help the NGOs, as they will be able to inform the volunteers regarding their upcoming events.

Tie-Up with the Academic Institutes

Tie-ups with the academic institutes would help the NGOs tap the potential of the students of these institutes. Students could help the NGOs at the base level by acting as volunteers. They could then act as prospective volunteers. By these means the NGOs will be able to solve their problem of getting human resource.

NGOs can make use of this by:

- Organizing lectures, seminars, workshops and presentations regarding the various social issues for the students. This would sensitize the students and hence help the students in understanding the cause of the NGOs.
- Advertising in their School/College Annual festival. This would give the NGOs the visibility that they want. (Putting up banners and stalls, distributing brochures and leaflets).
- During the annual parent-teacher meets the NGO could make presentations regarding their objectives and cause to all the students and their parents. This would help the NGOs reach the masses on a wider scale.
- Rewarding the students by giving certificates to them and appreciating their contribution.
- From the analysis we see that most of the NGOs' don't have website. For solving this problem the NGOs could tie up with academic institutes specially the technical ones which can help them design a good website.

Approaching Corporate

The Corporate today are increasingly becoming aware of their responsibility towards the society. The NGOs can approach the corporate for their cause. This would help the NGOs solve their problem of human as well capital resources.

- The corporate could work in tandem with a particular NGO and help them carry out all their activities in a better and organized way.
- The corporate could purchase all the items made by the NGOs and sell them during their cultural events. This would help the NGO get more funds and can be done on a quarterly basis.
- Students can help in making a professional presentation

Some distinct ways to market the cause

The NGOs could also look at these ways to market their cause.

- Road Shows and Street Plays can be organized on regular intervals to make the masses aware of their cause. This gives them more visibility as well volunteers. These plays can be conducted at different malls or public places.
- NGOs can tie up with most of the housing societies which can lend them their extra space to conduct events. This helps them target house-wives who can lend the NGO a helping hand during their free time.
- Creating a distinctive logo and mission of the NGO. This could then be printed on t-shirts. This helps them reach people and leaves an impact on people's mind.
- Tying up with Newspaper agencies for distributing pamphlets along with newspapers. This will again help them reach the masses and get help in form of volunteers.
- Using the audio-visual medium to propagate their cause. The audio-visual medium could be the radio or cinema houses.
- Motivating the youth to join hands with the NGOs by urging the NGOs to tie-up with the youth wings of different clubs (like the Rotract club Youth wing). This would help the NGOs to get the young blood and get newer and fresher perspectives.
- From the analysis we see that most of the NGO's don't have a celebrity associated with them. The celebrity could be of help to the NGO's in raising funds for its marketing purpose.

Conclusion

- Commercial marketing and non-commercial marketing have a lot in common but at the same time they have some essential distinctions, which depend on type, mission and goals of an organisation. Marketing a nonprofit organization takes the need for being innovative and strategic in identifying ways and avenues to market it. It is also important for NGOs to not only satisfy their target group but also the donor's needs.
- The findings of the research project show that most of the NGOs depend on the traditional methods to market themselves. Like for eg out of 30 NGOs interviewed, 29 depend on donations. NGOs must learn to devise newer and better ways to market themselves, like associating with Academic Institutes and using the potential of students as volunteers.
- The analysis done in the report has shown that there are certain strategic areas that NGOs need to concentrate on. The recommendations suggested in this report are some of the ways which NGOs can use for implementation.

Annexure

List of NGOs interviewed			
Sr.No	Name of NGO	Area of work	MARKETING STRATEGIES
1	Childs Rights and You	Children Welfare	Separate marketing department. Use of brochure, newspapers, website, advertisement, television as well as radio Celebrities and workshops Use of brochure, newspapers, website, advertisement, television as well as radio, workshops
2	Children of the world	Slum Children	Separate marketing department. Use of brochure, newspapers, website, advertisement, television as well as radio, workshops
3	Spastics Society of India	Handicapped Children	Use of brochure, newspapers and advertisements, Celebrities and workshops
4	Hariyali	Environmental Protection	Use of brochure, newspapers, website, advertisement as well as radio, Celebrities and workshops
5	Population Service International	AIDS	Use of newspapers, advertisement and television
6	SOSVA	Sex Worker Rehabilitation Project	Use of brochure and newspapers, Celebrities and workshops
7	Plant and Animal Welfare Society	Animals and Trees	Use of book-marks, local news papers, posters and television on 10th of September, workshops
8	Apang Maitree	Physically Handicap	Separate marketing department. Use of brochure, newspapers, website, advertisement, television as well as radio, workshops
9	Skills and Ability School	Mentally Challenged and Physically Disabled	Use of brochure, newspapers and local T.V channels, workshops
10	Aasara	Curb Suicidal Deaths	Separate marketing department .Use of brochure, newspapers, website, advertisement, television as well as radio, Celebrities
11	Toxics Link	Environmental Issues	
12	Kalki Tejomaya Social Welfare Trust	Youth Involvement in Social Issues	Local newspapers, workshops Use of brochure, newspapers, website and advertisement, workshops
13	HLL PPT		
14	Nirmaan	Construction Workers	Local newspapers

15	Path	Health Welfare Among the Slums	Use of brochures, workshops
16	AADHAR	Financial Help to Needy people	Use of brochure, newspapers and website, workshops
17	Task	Anti-Smoking	Local newspapers
18	Institute for Psychological Health Mother Foundation	Mental Health	Distinct Media Coverage and Mouth Publicity, workshops
19	Charitable Trust	Medical Charity	Newspaper and website
20	Dharamveer Anand Dighe Special School Swami Bramhanand	Mentally Challenged Children	Campaigns and word of mouth
21	Pratishthan	Mentally Challenged People	Use of brochure and workshops
22	Red Cross	Calamity Relief Work	Mouth publicity and Celebrities
23	Manav Jyot	Provision for Medical Services	Use of brochure Use of brochure, newspapers and website, Celebrities and workshops
24	Bandhilakhi	Upliftment of Women in rural areas Rehabilitation of Street Dogs	Use of brochure and newspapers
25	Behana	Women Empowerment	Use of newspapers
26	Annapurna		Use of brochure, newspapers and local T.V channels, workshops
27	Senior Citizen Association	Elderly People	Local news papers
28	Shiv Shakti	Mentally retarded Children	Use of brochure, newspapers and website, Celebrities and workshops
29	Aarambh	Slum Children	Local newspapers, advertisements in local channels and radio
30	Word for The World	Slum Children	