

Lecture 1

Welcome and Introduction

MK355 Marketing for Not-for-Profit Organisations



"We did it, we found the fountain of nonprofit funding."



SHERIDAN
INSTITUTE OF HIGHER EDUCATION



Unit administration

- 5 minute announcement
- Review unit outline
- Several guest speakers
- Use your textbook and your research for assignments. Slides won't be useful for this.
- Dearth of resources. Textbook mostly uses US examples, so we'll spend time this week looking at the Australian NFP sector
- This will help you to narrow down the organization you will choose for your assignment



Drivers of associational revolution

- Upsurge in civil society driven by:
 - Technological advancements and literacy
 - Dissatisfaction with market forces and government solutions
 - Strategic partnerships – attractive to donors, foundations and corporations
 - Development of “social capital” – appeals to individuals seeking meaning
 - Converting demand to supply – more professionals involved
 - External actors

Historical reports



INDUSTRY
COMMISSION

Charitable Organisations in Australia

REPORT NO. 45
16 June 1995

Australian Government Publishing Service
Melbourne



Australian Government
Productivity Commission

Contribution of the
Not-for-Profit Sector

Productivity Commission
Research Report

January 2010



Research activity

- Open up the 2010 Productivity Commission Report
- Find the section on the contribution of the NFP sector to the Australian economy
- How does this compare to other sectors of the Australian economy?

Research activity

- Review the recommendations of the 2010 Productivity Commission Report
- Can you find evidence online that any of the recommendations have been implemented?

Australian Charities and NFPs Commission (ACNC)

- 2012 – establishment of ACNC
- Annual reports on sector since 2013



Australian Charities 2013

The first report on charities registered with the Australian Charities and Not-for-profits Commission

Penny Knight
David Gilchrist
24 September 2014



Australian Charities Report 8th EDITION



Research Activity: Pick a charity

- Search for a charity on the ACNC website
- Review the information about the charity
- Report back to the class on relevant facts

ATO advice on setting up NFPs

- Consider:
 - Why do it?
 - What will be the main activities?
 - What services will be provided?
 - Who is your audience?
 - Who will benefit?
 - Which legal structure?

NFP legal structure

- Need to determine:
 - Can it be sued? (Legal identity)
 - Who makes what decisions? (Governance)
 - Who is liable for debts and responsibilities? (Accountability)
 - What are reporting obligations? (Compliance)
- NFP examples:
 - Unincorporated associations, incorporated associations, companies, cooperatives, indigenous corporations, trusts

Tax concessions for NFPs

- Types of concessions:
 - Income tax exemption
 - FBT exemption
 - GST concession
 - DGR endorsement
 - Refund of franking credits
- What is an ABN?
- Applying to be a charity

Marketing Plan Outline

Organisation
description

Organisation
vision and
mission

Situation analysis

- Cause sector analysis
- SWOT analysis

Marketing
objectives

Marketing
strategy

- Audience strategy
- Product and services
- Place/distribution
- Promotion
- Pricing if required

Implementation,
evaluation, and
control

- Research to monitor performance
- Metric to connect objectives
- Organisational structure and plan
- Implementation timetable

Marketing Communications Plan Outline

Situation analysis

- Cause sector analysis
- SWOT analysis

Marketing objectives (primarily based on communication objectives)

Communication strategy

- Audience strategy
- Creative and messaging
- Media strategy

Monitoring and evaluation