

MARKETING FOR NON-PROFIT ORGANIZATIONS

Marketing of non-profit organizations is a set of measures aimed at optimizing the work of an organization by attracting investments.

Features of non-commercial marketing. If it was previously believed that marketing in this area is not mandatory, today very few people adhere to this opinion. And here is the answer to why many non-profit organizations began to use marketing: only competent marketing skills can lead a company to success in not the most profitable industry of the market.

Features of non-commercial marketing.

- A guideline for promoting the organization's product and itself.
- Finding the necessary resources.
- The target organization corresponds to the marketing goals.
- Management takes over the management.
- The field of activity is extremely unprofitable.

Functions of non-commercial marketing:

- implementation of scientific research;
- a comprehensive approach to market research;
- implementation of the product policy;
- the product of pricing;
- organization of the sales system;
- promotion;
- management.

Since its development, non-profit organizations have played an important role in the society, which can not only strengthen the cooperative management between the government and the people in social public affairs, but also consolidate social funds and promote the rational use of social resources. But in today's competitive business environment, not only for-profit enterprises, but also non-profit organizations face the challenge of marketing. Therefore, nonprofits need to develop practical marketing strategies to attract more attention and support.

This paper investigates this problem and puts forward some measures to solve it.

First of all, all activities need to rely on funds, so non-profit organizations need to improve their visibility or attention to attract people's donations and funding. Diversified fundraising is a good way, such as through online platforms, charity sales, venue rental and other ways to raise money [1].

At the same time, actively looking for business partners is also an approach. At present, non-profit organization marketing is under increasing competitive pressure from the for-profit sector. When competition between companies reduces profits, savvy entrepreneurs are turning to nonprofits to partner and compete. Faced with such a competitive situation, cooperation between non-profit organizations and enterprises is a win-win choice. Non-profit organizations, through enterprises, get needed funds and assistance to enhance public awareness of problems; Businesses can achieve more sales, create a better public image, increase visibility, gain many PR opportunities, improve employee morale and more by participating in nonprofit activities [2].

And the American Red Cross fundraising campaign is an example of successful nonprofit marketing. The Red Cross is a non-profit organization dedicated to disaster relief and assistance in the face of natural disasters, wars and public health crises. The Red Cross uses social media platforms to raise money. They post information and stories about the aid operation on social media such as Facebook, Twitter and Instagram, attracting a lot of attention and support. Through social media, the Red Cross has succeeded in making its work more widely known and inspiring the public to donate. They cooperated with well-known enterprises to hold charity sales and fundraising activities, attracting more people's participation and support. This kind of cooperation can not only bring more donations to the Red Cross, but also enhance the public welfare image of the cooperative enterprises, and achieve a win-win effect.

In addition, non-profit organizations often face a lack of awareness. Many potential supporters and volunteers do not know about the existence and work of these organizations, which also brings certain challenges to brand marketing.

In this era of advanced science and technology, the spread of network information can be said to be very rapid, so non-profit organizations should learn to use the Internet to expand their visibility and recognition, so that people understand the significance of the organization's existence. For example, various communication channels, including social media, public media, event publicity, etc. can be used to strengthen publicity and promotion. The non-profit organization industry can partner with the media, celebrities, bloggers, etc., to hold charity events and promote brand awareness. This kind of collaboration can not only leverage each other's influence, but also bring more exposure and support to the organization. At the same time, through photos, videos, text and other ways, the multi-dimensional display of the organization's image can also highlight its positive energy and social value [3].

It is also important to organize positive interactions with volunteers and supporters. Therefore, establish a fixed communication platform and contact method, through which volunteers can learn a lot of different content from the Internet. The Red Cross uses communication as a means. They communicate and interact with potential donors by mail or phone. They pass on information about aid operations to potential donors through personalized communication methods.

With the self-development of non-profit organizations and the diversification and complexity of social needs, the marketing of non-profit organizations has also appeared some new trends. Non-profit organizations need to pay attention to these trends and adjust their marketing strategies according to their internal and external environment.

The diversified operation of NPO refers to the operation mode of NPO providing various quasi-public goods or services to meet the needs of the market. Unlike for-profit organizations, non-profits diversify not with the ultimate goal of achieving the highest return on investment, but with the goal of achieving their social mission and shared vision. As a result, when diversifying, non-profits are thinking more about their social mission. The diversification of non-profit organizations is influenced by the following important factors: the diversification of customer concern factors, the trend of customers paying more attention to service quality, and the diversification of social culture.

The relationship between NPO and government is complex and multi-dimensional, involving cooperation, complementarity, regulation and mutual influence. Non-profit organizations act as a "third sector" between government and for-profit businesses. These organizations contribute to social welfare by providing public goods and services, while having a significant impact on government and business.

The relationship between the non-profit organization and the government can be characterized by antagonism, distrust, or a state in which the non-profit organization is dependent on the government. Over time, however, this relationship gradually transformed into a more cooperative and complementary partnership. The government has entrusted some social services to non-profit organ-

izations, forming a close cooperative relationship. Non-profit organizations bear the social responsibility of providing quasi-public goods and services, while the government is responsible for providing pure public goods.

So the second is to establish a new relationship with the government. In order to make up for the "voluntary failure", NPO must cooperate with the government and other economic organizations to learn from each other, so a new relationship between NPO and the government has been formed in this process.

In general, nonprofits need to use a combination of social media, corporate partnerships, public relations and direct marketing to attract attention, raise awareness and raise funds. When formulating marketing strategies, non-profit organizations should not stay the same, but should formulate marketing plans that meet the actual situation according to their own characteristics and needs, so as to enhance the influence and sustainable development ability of the organization.

References

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