Group: Julian Sotelo, Sehar Jabeen, Nathan Chang, Iris Thompson

Organization: The Red Cross

CBO Leader: Taylor Poisall

Date: 5/2/2021

**Marketing 100S Service-Learning Project**

The American Red Cross was founded by Clara Barton on May 21, 1881 with the intentions of helping those in need during drastic times. The organizations mission is to prevent and alleviate human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors. The American Red Cross offers different services for the public to freely pursue, these services include lifesaving blood drives, disaster training services, military family aid, and international disaster relief.

The current Chief Executive Officer is Gail McGovern and currently has 16 Board of Directors that run the non-profit organization. The American Red Cross currently has over 300,000 volunteers that work to benefit the community through the organization. Last year alone, there were 59,292 disaster responses from the Red Cross and over 500,000 different types of services offered to the military, civilians, and veteran families. The American Red Cross sees an uptrend in all its different aid categories and sees it as a direction of success. Lastly, over 400,000 smoke alarms have been installed to help protect families from fires and carbon monoxide poisoning.

The Red Cross has a mission for each type of service they offer for the public. According to GuideStar:

*Disaster Relief*

*The Red Cross responds to an average of more than 60,000 disasters in the United States every year, ranging from home fires that affect single families to hurricanes and earthquakes that impact millions. In these events, the Red Cross provides shelter, food, health and mental health services to help families and entire communities get back on their feet. Although the Red Cross is not a government agency, it is an essential part of the response when disaster strikes. But as no one organization can manage every aspect of disaster response, the Red Cross works in partnership with other agencies and organizations that provide services to disaster victims.*

*Supporting America's Military Families*

*The Red Cross helps service members, veterans and their families prepare for, cope with, and respond to the challenges of military service. Each year, the Red Cross provides more than 513,000 services to service members, veterans and their families.*

*Lifesaving Blood*

*Each year, the Red Cross collects more than 4.5 million units of blood and nearly 1 million platelet donations from nearly 2.6 million volunteer donors. These donations are then processed into about 6.4 million blood products for transfusions to meet the needs of patients at about 2,500 hospitals and other facilities across the country.*

*Training Services*

*Every community is safer thanks to the on average about 2.4 million people who train each year in Red Cross first aid, CPR and AED classes. And more than 4.5 million people a year receive Red Cross training in first aid, water safety and other skills that help save lives.*

*International Services*

*The American Red Cross is part of the world's largest humanitarian network. Working together, we help our Red Cross/Red Crescent partners respond to international disasters, build safer communities, and teach the rules of war. Each year, an average more than 250 million people outside the U.S. benefit from American Red Cross each year from American Red Cross disease prevention activities and disaster services.**[[1]](#footnote-2)*

The American Red Cross is the largest disaster driven non-profit organization in the United States. The total revenue generated from the organization is 2.86 billion dollars in the 2019 fiscal year. The organization relies heavily on its different sources of revenue that keeps the Red Cross afloat. Contributions, Grants, and Gifts represent 809 million dollars in revenue, while program services generated over 1.93 billion in revenue. The American Red Cross does not charge membership fees or mandatory contributions to be apart of the organization. Lastly, the Red Cross generated about 124 million in other sources of revenue that came from the selling of inventory.

The American Red Cross is very aggressive with their spending habits and is operating in the negative for the 2019 fiscal year. Program Services accounted for a major part of their expenses which topped out at 2.71 billion dollars. The reason why program services are a major part of their spending is because of salary pay, marketing costs, implementation costs, and overhead costs are responsible for every program rolled out. Fundraising is a big part of the organizations value and it is responsible for bringing in the charitable donations, gifts, and special contributions. In 2019, fundraising costs were 177 million dollars but well worth it because the Red Cross fundraised over 800 million. Lastly, the American Red Cross has around 103 million dollars in administration costs that are associated with CEO and Board of Director Salaries, also other key employee payments as well. Their administration expenses account for 3 percent of the total annual expenses for 2019.

**SWOT Analysis**

Strengths

The American Red Cross currently holds strong in its name and values. This non-profit organization is known all over the world for their disaster relief care and numerous blood drives across our nation. They have numerous advantages over other non-profit organizations because of its name, volunteer access, and relief plans. Another advantage that is influential is that they do not offer monthly memberships, the solely rely on volunteers to deliver its values to the people in need.

Weaknesses

Currently the American Red Cross is operating in the negative for the 2019 fiscal year. This presents an issue because their expenses have increased drastically in their program services. Their gross profit for the year was (123,727,000) [[2]](#footnote-3)

Opportunity

Two ways the American Red Cross can fix their financial issue is by expanding their resources internationally such as having fundraisers in other countries where disasters have struck. Another plan is to cut down the program service costs since it is the biggest expense that lingers in their financial statement.

Threats

Another large organization that has presented as a competitor is UNICEF. UNICEF is widely known for their disaster relief efforts and their plan to stop world-wide hunger. Although UNICEF may have a different mission, if the American Red Cross continues to lose money every year it could result in a loss in market share for special government grants, top donors, and overall relief efforts.

**Organizational Stakeholders and Objectives**

The American Red Cross serves our population for the purpose to help people who are in need. For the upcoming year, this organization needs to focus on what they do best already; continuing increase in blood donations, fast allocation of resources amid disasters, increase in fire alarm systems, and military aid for families in need. Moreover, political lobbying needs to continue for this organization to continue receiving government grants from legislature. This will affect the amount of donor’s willingness to contribute because it presents an image of government support.

Volunteer training is a big part of the Red Cross’s overhead costs due to staff expenses and the time cost of training people for roles in the organization. Since volunteer work essentially runs the organization, it is crucial that the Red Cross continues its annual increase in volunteers.

|  |  |  |
| --- | --- | --- |
| **Demographic** *(Who does the organization serve?)* | **Psychographic** *(What is the motive behind contributing for the Red Cross?)* | **Geographic** *(Does contributor’s location influence decision making?)* |
| Clients/Customers  -Disaster victims  -Low-Income households  -Military families  -Perspective Civilian Volunteers  -Hospital Patients | People who receive aid from the Red Cross have typically reached their lowest point in their lives. They depend on the Red Cross because no one else will be nor able to offer the type of aid. Also, individuals who are looking for more fulfillment in life usually sign up to join the organization. | No, the location of disasters/volunteer work does not matter by location. |
| Donors  -Corporate organizations  -Everyday civilians  -High net-worth individuals | Donating is a powerful option for those who do not have the time or energy to help volunteer for the organization. Since non-profit organizations rely on charity, a donation is a great way for people to lend a helping hand financially. Also, donating to a charitable organization can result in tax deductions and benefits. | Geographical location does not play a role for individuals wanting to donate to the organization. |
| Volunteers  **-**Students  -Normal hardworking individuals | Students can boost their credentials for work or college by contributing towards the Red Cross. | Geographical location plays a small role for people wanting to volunteer. |

**Marketing Objective**

The Red Cross has had an eventful year with bringing aid to the Central Valley and California as a whole. Amid battling a global pandemic, The Red Cross was able to respond to various wildfires that threatened many people’s livelihoods during 2020. The Red Cross would not have been able to do this without various donations and volunteer help from great citizens within the Valley and afar.

The pandemic has changed the view of the CBO as some drastic changes has had to be made to comply with local and state regulations. An example would be in-person fundraisers, these events had to turn virtual and must have the same impact a normal fundraiser would have. Therefore, a marketing objective the organization can stride for is to reach a new market segment within the valley to attend virtual fundraisers and become a volunteer. Quantitatively, a 20 percent increase in donations from previous in-person fundraisers should be the goal for The Red Cross. Along with donors, a 10 percent increase in volunteers should be a goal to coincide with the fundraising goal. This is feasible because of the relatively easy access to virtual donors during this pandemic.

**The Service-Learning Plan**

Objective: The group’s objective is to create a video that is 2-3 minutes long, expressing gratitude towards the volunteers who are working very hard in the COVID-19 front lines. Once the video is completed, it will be used for advertisements, meetings, and email newsletters.

New Service Offering: Through social media and birthday recognition, The Red Cross can recruit new volunteers as well as keep the current volunteers happy.

The Red Cross can support volunteer loyalty by keeping track of volunteers’ birthdays and providing birthday wishes with a personal note. This little gesture is not only appreciated by each volunteer but makes him or her more committed to the organization because it allows them to be recognized for their efforts that make a difference to the organization. In addition, providing a gift on a volunteer’s birthday makes them realize that they are an important part of the team and connects them to the organization on a personal level. This requires some expenses as 90% of the workers are volunteers. To combat this, we can limit expenses by sending personal birthday wishes to the volunteers through emails. This requires time from a staff member to be able to send out the email and including a gift. This is an excellent approach to retaining volunteer loyalty because at the expense of the time of a couple of staff members, volunteers will stay committed to the organization. This will ultimately lead to more volunteers since The Red Cross will be recognized for caring for their volunteers. In the end, this will allow the Red Cross to service many more families in need of help.

In addition to recognizing volunteer birthdays, using social media to outline individual volunteer activities can be a great boost to the organization. An example is to post social media stories of volunteers on popular platforms on a consistent basis. This not only recognizes the efforts of the volunteers but also encourages those viewing the story or post to join and help The Red Cross. Recognition is important to many volunteers and taking this step helps current volunteers to work harder and stay committed when they know their efforts are being noticed by the organization and their own followers. Also, social media also can help market The Red Cross by posting sign-up campaigns for new volunteers. Creating weekly ads and incentives for new volunteers can be a great way to bring on a new generation of young volunteers. To perform this marketing scheme, it may require a lot of time from a couple of volunteers who can manage the social media account. Therefore, it is optional to hire a full-time paid social media manager. No funding is required for this plan to be implemented and it would affect volunteers and The Red Cross from a cost-benefit perspective.

**Service Delivery Mechanism for Next Year:**

The Red Cross can greatly improve its outreach to greater populations on a local and global perspective. They can do this by providing Red Cross materials in other languages and reaching out to recruit citizens with a wide scope of languages. The Red Cross currently provides materials in English and Spanish only. This limits the potential for other ethnic backgrounds to join the organization because of the language barrier. It would make sense to broaden the language of materials since it provides and responds to disasters internationally. They should provide resources and volunteers to help aid the different global communities that do not speak English or Spanish. This can be a great way to bring on new volunteers since the organization will show that it’s thoughtful in its processes. Bringing on new international volunteers may present challenges due to the language barrier and limit their ability to volunteer. However, if the organization can overcome this challenge, it will be able help communities unfamiliar with The Red Cross to receive help.

Broadening the organization’s perspective can result in a domino-effect and may encourage more global awareness that The Red Cross has no barriers. Ultimately, this will lead to more volunteers, monetary donations, and blood donations. This may require a substantial amount of funding for the materials to be printed in different languages other than English and Spanish. To gain more funds for this project, The Red Cross can spread awareness of this through different free marketing channels such as social media, email newsletters, and student ad-campaigns. Along these lines, The Red Cross should aim to recruit volunteers with different language skills to create videos showing the organizations ambitions to include different languages and broaden its spectrum of volunteers. Ultimately sharing them to bring in new volunteers and donations as well as connect The Red Cross to new communities across the globe.

**Promotional Goals**

An idea to grow the organization is to develop a promotional plan in order to incorporate as many cultures as we can into The Red Cross. In order to do so, universities should reach out to their international students on campus to inform them more about nonprofit organizations like The Red Cross. This can help the organization because of the community outreach to greater populations and the inclusion of new volunteers with a different ethnic background. Doing this may require more funding for the materials to be translated in difference languages, but this idea favors the organization greatly because it provides an opportunity for international students to understand and experience American Culture first-hand. With the help from our foreign students, we can add different languages and subtitles to promotional videos made by marketing students.

To begin the process, students should conduct a survey to research the different languages spoken within the community with disregard to English and Spanish. Afterwards, The Red Cross could also utilize the help from marketing students to update their website to include all the different languages found in the survey. Doing this would make it easier for people with different backgrounds to navigate The Red Cross website. A great touch to be added would be by creating a podcast and inviting volunteers with different cultural background to share their thoughts of The Red Cross. The goal of this is to deliver a message to new communities within the Central Valley to reach out and help the organization. Lastly, the more people that know about The Red Cross, the more potential funding is attracted to the organization.

**Three Month Promotional Plan**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Month 1 | Month 2 | Month 3 |
| Organization Website | Invite and reach out to international students that speak different languages. | Narrow down to languages that are most spoken in the community. | Re-design the organization’s website to include other languages. |
| Flyers | Design flyers with different languages to reach out to others. | Organize meetups to meet people with language barrier and help them to participate with The Red Cross. | Measure the increase in meeting attendance. |
| Podcast | Create a podcast to share volunteers with different culture backgrounds. | Influence others to participate the podcast and share their story and experience | Measure podcast viewers. |
| Video Creation for social media/website. | Create video to appreciate all the volunteers. | Add different language subtitles to the videos. | Add people that speaks different languages into the video. |

An organization with effective communication is important. The language service can provide opportunities to reach out to different people with different culture and ethnicity background, and new donors. These people can ultimately contribute to the growth of The Red Cross and help communities it could not help before.

**Implementation:**

To implement our new service offering of the volunteer birthday recognitions, we would send out happy birthday emails. This would show them that The Red Cross appreciates and celebrates every single one of their volunteers. We would also implement better advertising by posting more on social media to target a younger audience. In addition, we should post stories on Instagram and Facebook of volunteers in action to show that it is a fun, helpful, and rewarding experience. We could hang up flyers in strategic locations that would persuade people for recruitment such as high schools and college campuses.

In order to implement our service plan to recruit people with diverse languages, we would target The Red Cross audience towards more people who speak other languages besides Spanish and English. We would advertise this through our marketing platforms such as flyers and social media posts.

**Control Plan:**

In order to make sure that we are maintaining our marketing goals we could make sure we continue to update our social media pages and official Red Cross website. We can also make sure we are answering any questions people ask online or in comments. To reach our goals, we can also provide more community outreach programs to ensure that our volunteers are learning something from their experience. Another thing we can do is accept more donations. This will show that we are reaching a large audience.

**Executive Summary:**

Our group has volunteered to make a video for American Red Cross in order to show appreciation to their volunteers that put in hard work to help others in need. The American Red Cross association is an organization that helps people who have recently been in a disaster and need emergency assistance. It also teaches its volunteers how to prepare for a disaster. We have decided that one way to keep current volunteers and recruit new ones is to do a birthday recognition email. We have also decided to be more active on social media to reach a bigger and younger audience. In order to make Red Cross more diverse, we recommended talking to international students about volunteering and providing Red Cross materials in other languages to reach our global audience. Lastly, we have provided a 3-month plan which includes designing flyers in different languages, creating a podcast, and creating videos for the Red Cross social media pages and website.

**Individual Work Logs**

[**Nathan Chang IWL (1).pdf**](file:///C:\Users\Patron\Downloads\Nathan%20Chang%20IWL%20(1).pdf) **– Nathan Chang Individual Work Log**

[**SEHAR JABEEN IWL (1).pdf**](file:///C:\Users\Patron\Downloads\SEHAR%20JABEEN%20IWL%20(1).pdf) **– Sehar Jabeen Individual Work Log**

[**Iris Thompson IWL.pdf**](file:///C:\Users\Patron\Downloads\Iris%20Thompson%20IWL.pdf) **– Iris Thompson Individual Work Log**

[**Julian Sotelo IWL.pdf**](file:///C:\Users\Patron\Downloads\Julian%20Sotelo%20IWL.pdf) **– Julian sotelo Individual Work Log**

**Team Work Log**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Date | Start  Time | End  Time | Location | Activities Performed | Hours |
| 2-22-21 | 10am | 10:30am | Home | Opening interview for all group members | .5 |
| 2-26-21 | 9am | 9:30am | Home | Question meeting for all group members | .5 |
| 3-8-21 | 10am | 10:30am | Home | Group Meeting with CBO advisor | .5 |
| 3-12-21 | 9am | 10am | Home | Brainstorm meeting about SL project | 1 |
| 4-10-21 | 10am | 11am | Home | SL project research work | 1 |
| 4-11-21 | 10am | 11am | Home | SL project paper outline | 1 |
| 4-13-21 | 10am | 12pm | Home | Video marketing collaboration | 2 |
| 4-16-21 | 10am | 12pm | Home | SL Marketing plan research | 2 |
| 4-19-21 | 9am | 10am | Home | Meeting to touch base about different parts to the project. | 1 |
| 4-28-21 | 10am | 11pm | Home | Wrapped up marketing details for CBO | 1 |
| 4-30-21 | 10am | 12pm | Home | Marketing plan research | 2 |
| 5-1-21 | 10am | 12:30pm | Home | Finishing up SL marketing project | 2.5 |
|  |  |  |  | Total Hours for Semester | 15 |

This work log was created and approved by Julian Sotelo.

**Our Video (Please click the link)**

[Volunteer Appreciation Week](https://youtu.be/TynN7c43lDw)



1. “American Red Cross HQ.” *American Red Cross - GuideStar Profile*, [www.guidestar.org/profile/53-0196605](http://www.guidestar.org/profile/53-0196605). [↑](#footnote-ref-2)
2. “American Red Cross HQ.” *American Red Cross - GuideStar Profile*, [www.guidestar.org/profile/53-0196605](http://www.guidestar.org/profile/53-0196605). [↑](#footnote-ref-3)