2/23/2020

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**MBA 635 – MARKETING AND NEW MEDIA STRATEGY**

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**EVERYBODY WINS! IOWA**

**MARKETING PLAN**

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1. **EXECUTIVE SUMMARY**

Everybody Wins! Iowa is a non-profit organization with a presence in the Iowa state. It is a literacy and mentoring organization dedicated to increasing children's success in school through reading and mentoring experiences with caring volunteers. Within Iowa, one in four students is not reading proficiently at grade level by the end of 4th grade, and literacy skills are a critical foundation for every child to be successful later in school, and in life. Hence, the organization took its shape based on this need. The organization uses the Power read program as the basis for providing mentor and students one-on-one interaction to improve reading ability and self-confidence in students (Everybody Wins! Iowa, n.d).

Even with a unique idea and effective marketing strategy, the distribution channel is restricted to the niche market of its staff and volunteers. The organization has no recognition in the society. Because of lack of awareness, the number of mentors and donations growth rate are in the declining stage.

In this paper, we discuss the marketing plan incorporating several objectives in the way of increasing social media presence, expanding customer reach in terms of elementary schools, volunteers, and locations, improvement in donations and sponsorships by recognizing new collaborations, and using advertising techniques of word of mouth, videos to spread the objectives of organization to achieve the marketing goals of increasing awareness, donations, volunteers.

1. **COMPANY PROFILE**

The ‘Everybody Wins!’, a non-profit organization, started its journey in New York with an aim to improve children reading ability, knowledge, vocabulary, self-confidence, enthusiasm, and culture to accommodate book reading in their own lives by reading aloud to the students during their lunchtimes. Literacy, being a critical foundation for every child’s successful life after school, and with one-fourth of the fourth-graders reading ability dropping below the grade level, the community had found importance in introducing this program in Iowa (‘Everybody Wins! Iowa’, n.d).

In 2002, ‘Everybody Wins! Iowa’ was formed with a primary objective to increase children's success in schools by improving literacy and fostering a love of reading by pairing caring volunteers one-on-one with a student for one hour each week. Even though it has formed as a dependent firm, it has become independent in the year 2013 due to the reorganization of parent organization as ‘Read Ahead!’ (About Us, n.d).

The company’s mission statement is, “To increase children’s success in school and life through one-to-one reading and mentoring experiences with caring volunteers.” This is achieved by their power read program. Through the program, students receive a safe, low-pressure setting for practicing their reading skills and growing their confidence outside of the classroom (‘Everybody Wins! Iowa’, n.d).

1. **SITUATIONAL ANALYSIS**
   1. **THE INTERNAL ENVIRONMENT:**

The firm’s marketing objective is to serve a minimum of 10 students with 10 volunteer mentors at each new program, with the goal of increasing the grades served or the number of students in a program or increase volunteers or increase sponsors, which pave the way to an increased enthusiasm, self-confidence, and reading ability in at least 85% of students served (‘Everybody Wins! Iowa’, n.d).

**PRODUCTS:**

The power read program is the primary program of the organization. The program matches elementary school students one-to-one with community volunteers once a week during the lunch break, breakfast, and after school hours to serve as their reading mentors during the school year. Volunteers talk with the students, read aloud to students, have students read aloud to them, and instill positive attitudes about reading. The volunteers serve as role models, enhancing students' self-esteem, and encouraging their success through these consistent, weekly, positive interactions. The program's simple equation - one mentor, one child, one book at a time - produces powerful results (‘Everybody Wins! Iowa’, n.d).

**ORGANIZATIONAL RESOURCES:**

The organization has a marketing committee, who is responsible for developing an annual marketing plan, create a common language for all written content, responsible for social media calendar, create videos, posters, and all promotional materials. They have a recruitment committee, who is responsible for gaining individual donors, volunteers, organizational sponsors, writing and submitting grants. They have special events committee, who is responsible for maintaining, coordinating, organizing, and marketing special events. They have site coordinators responsible for designing and maintaining volunteer schedules and volunteers (Get Involved, n.d).

**MARKETING STRATEGY:**

The company has tie-up with 36 elementary schools and community organizations in Central Iowa (Ankeny, Clive, Des Moines, Indianola, Norwalk, Pella, Perry, and West Des Moines), where teachers suggest students who are struggling with reading or has English as a secondary language or display a need for mentoring to provide volunteers and mentors to assist those students in one-on-one interaction. The volunteer and mentors are obtained with the interactions from word-of-mouth, online platforms, and through special events, where the organization explains the program objectives and need for mentors (About Us, n.d).

The literacy themed trivia nights conducted each year is considered as their signature event to raise awareness and also attract volunteers in the central Iowa community.

The revenue for the organization is gathered with grants, sponsorships, and individual donations. The revenue is raised through various special events, online, and offline donations. They even have a tie-up with amazon by using their amazon smile services, where 0.5% of purchases go to the organization as a way of donation. They even have a program called ‘a gift to our endowment,’ where the donor gets 25% relief on state tax (About Us, n.d).

**PERFORMANCE: (Annual Reports, n.d)**

Based on the organization's goal in terms of students served and volunteers acquired, the following table (table 1) shows the performance levels of the organization over the past three years.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Year** | **No. of students served** | **No. of volunteers** | **No. of volunteer hours** | **Time in terms of money** | **% of students improved literacy level** | **% of students read outside school** |
| **2019** | 919 | 787 | 12831 | $320K | 75% | 81% |
| **2018** | 896 | 816 | 12329 | $300K | 76% | 61% |
| **2017** | 744 | 690 | 9608 | $220K | 85% | 62% |

Table 1: The performance of the organization in the past three years

The performance of financials are described below:

Figure 1: The revenue sources of the past two years for the organization.

**SOCIAL MEDIA:**

The organization utilizes social networking sites (Facebook, Twitter, etc.), news sharing sites (Program and community blogs), photo and video sharing sites (Flickr, YouTube, Instagram, etc.), and other online communication platforms (website, webinars, podcasts, etc.) to communicate with their program participants, board members, community partners, and others. They highly rely on social media tools for marketing, outreach, event planning, and networking. They even adopted a social media policy based on CARE (Community, Appropriate, Responsibility, and Exercise) guidelines from the Youth mentoring institute, which are to followed meticulously by all participants (Reading Mentor Book, 2017). The organization already has nearly 1350 followers on both Twitter and Facebook. They even use these platforms as a fundraising option.

**CULTURAL AND STRUCTURAL ENVIRONMENT:**

The structure of Everybody Wins! Iowa consists of the board of directors (executives from the sponsors, who oversee the funds and set rules and regulations), an executive manager (to oversee daily operations), managerial staff (responsible for organizing, creating, and maintaining programs, events, volunteers), and administrative staff (responsible for helping all the managerial staff and others) (McSween, 2018).

The culture of the organization is a diverse population in terms of age, ethnicity, gender, citizenship, disability, socioeconomic status, etc., for volunteers, students, and staff. As far as structural and cultural environment, there are no conflicts that are stated.

**PROBLEMS THAT CAN BE FACED:**

Even after having a strong online presence and conducting special events every month, the organization could not create awareness among the public. When the individual first hears the name of the organization, it is mainly misunderstood to lottery kind. The communication is limited to only schools and a close group of volunteers. Even the number of people following the social pages is limited to 1350 followers, which is very less to generate sufficient awareness.

To add to the already struggling awareness, the decreased income levels, and increased responsibilities have decreased the number of potential volunteers as well as donors due to migration and increased costs. As the major sponsors are Banks, the economic influence can have a strong impact on sponsorships and grants.

As all the board of directors is executives of top companies, there can be power struggles, and even the favoritism in appointing can become questions forming a basis for internal conflict. Even if the organization wants to expand sponsorships or grants, then the structure of the organization can be withered with power struggles, internal conflicts, and disruptive communication. One more point that is sensitive to the organization is communication among employees and volunteers. If the link is not established properly, then the entire system can collapse because of the diversity of the population.

* 1. **THE CUSTOMER ENVIRONMENT**

**CURRENT CUSTOMERS ENVIRONMENT:**

**STUDENTS:** The organization serves k-2 grade students. The main population of students being served is students from families that are free - and reduced-price-lunch eligible and minority students.

**VOLUNTEERS / MENTORS: (Annual Reports, n.d)**

The demographics trend of the volunteers and mentors serving the organization is shown in the following figure.

Figure 2 Mentor / Volunteer demographics over the past three years

The product is offered in terms of ‘power read program,’ where a mentor reads aloud to the student once a week during their school hours, make the student read aloud, complete the daily exercise of summary, and discuss the routines and hardships of students. Currently, the programs are prescribed by the teachers, and the volunteers help the student at their respective elementary schools. The organization has 36 elementary schools in Central Iowa covered under the program. Reading ability is the core foundation of a student's life to have a successful life. Hence, this program provides a way for the students outside the classroom, an environment to develop and strengthen the reading ability with less pressure and more concentration. It provides an additional advantage.

But if we look at the demographics of the volunteers, we can see that even though the quality of the mentors is increased by increasing professionals, the main population, i.e., retirees, senior citizens who can spare time to such services have been ignored. Due to the recent changes in the weather conditions, most of the old people are migrating to other areas with better weather conditions, or the program objectives are not reaching to the senior citizen homes.

**POTENTIAL CUSTOMERS ENVIRONMENT:**

As the program servers only elementary levels up to grade-2, there is a potential for increasing the grade levels till high school to help students generate interest in reading books, thereby creating a whole new opportunity for expansion.

As the generation of baby boomers are shifting towards retirement, there is a potential for volunteers to the organization. If the expansion of grade-level happens, we can target high school students as volunteers to help peers through reading programs. If the program can open its objectives to the parents of the students who they are helping, the parents can become prospective volunteers or donors by seeing their child’s growth in reading ability. They can even generate word of mouth for creating awareness.

The organization still has the opportunity to expand its location to the library or daycares for serving the students. They can even obtain volunteers and generate awareness by aligning themselves with local community services.

* 1. **THE EXTERNAL ENVIRONMENT**
     1. **Competition:** As far as the Iowa region is concerned, there are no programs present in the k-2 grade levels. Hence, the organization is the sole authority in the region. However, if the organization plans on expanding beyond its region, then there are some organizations with similar interests, which can be viable competition. There are still very good chances that some nonprofit organizations with more popularity and awareness can venture into this idea, causing a great threat.
     2. **Economic growth and stability:** Non-profit organizations play a vital role in strengthening communities by becoming the voice of their local people. With the local knowledge of problems, organizations are able to provide healthy communities providing economic stability and mobility (Camper, 2016). Over 25% of students below the fourth grade were having trouble reading and coping with other students leading them to drop out and go for employment. By improving literacy, the organization is paving a bright way in kid's life providing economic growth and stability by guiding the next generation.
     3. **Political trends:** As the organization is a non-profit, as per section 501(c)(3), the organization should not participate in any pollical issues (IRS, 2020). Hence, the organization has no political issues.
     4. **Legal and regulatory issues:** As far as the current environment, the firm has no legal and regulatory issues. However, the organizations can face such issues if social media is misused or unhappy staff and volunteers or non-submission / wrong submission of IRS 990 federal tax-exempt form or lobbying and political activity or copyright and trademarks, etc., (Herman, 2011)
     5. **Technological advancements**: Nonprofit organizations tend to operate on tight budgets, which seems to be prohibitive to be up-to-date with technologies. The organization has used social media platforms as a fundraising option, as well as an increase in outreach. If the organization is flexible to adopt technology advancements, then it can see improvement in operational efficiency, increase mission impact, enhance sector competitiveness. But there is also a danger of fraud in the funds obtained online and misutilization of content online that can cause defame to the organization (Laporte, Kelly & Agbabiaka, 2018).
     6. **Socio-cultural trends:** The organization should be aware of changes in tax codes and reforms. They must be like technology companies at heart and leverage tools to increase donor choice and improve stewardship. To influence Millennials and Gen X, the company has to incorporate social media. They must leverage data-driven decisions based on return on investment (ROI). Mobile giving platforms will determine the ability to secure new donors and a focus on training and social impact funding to address the skills gap. The dynamic platform of social media, coupled with artificial intelligence and online giving, is on the verge of making virtual assistants and cobots valued friends of the nonprofit (Forbes Nonprofit Council, 2019).

1. **SWOT ANALYSIS**
   1. **STRENGTHS**
      1. Uniqueness in the business idea: A typical middle-class child enters first grade with 1000-1700 hours of picture reading time, while low-income child averages to just 25 hours. With the literacy gap continuing to widen as these children grow, it is vital to have such programs to receive continuous support. As no other organization in the area is providing such education, this is a unique, competitive idea of the organization (‘Everybody Wins! Iowa’, n.d).
      2. Good sources of funding: The sponsors of the company are United Way of Central Iowa, Principal Financial Group, Wells Fargo, West Bank, Prairie Meadows, John Deere Financial, Viking Foundation, etc., which are renowned organizations and can continuously support the organization during minimal economy fluctuations (Our Sponsors, n.d).
      3. Wide coverage: The organization has started its journey with 15 students from 3 schools in 2002 to 919 children from 36 schools. The schools of Ankeny, Clive, Des Moines, Indianola, Norwalk, Pella, Perry, and West Des Moines are covered. Hence the organization has increased its coverage by more than 10 folds (Annual Reports, n.d).
      4. Strong curriculum: The program is scheduled as per the school hours. The lunchtime or breakfast time is an efficient way to utilize students to have a good interaction as well as the company. All 36 schools are provided with their respective site coordinators and volunteers to arrange for studying every week. The books utilized are of high quality and good sources of learning.
   2. **WEAKNESSES**
      1. Low customer awareness: Even after having good social media platform coverage and elementary schools’ coverage, the organization is less known to the people and often misunderstood as a lottery organization. Because of this, the organization has fewer donations and fewer volunteers.
      2. Increased expenses: Due to the increase in the costs for maintenance and technological advancements, the expenditure to maintain the volunteers and programs has increased drastically.
      3. Minimal marketing: The organization has little shared posts and no coverage in the media. The testimonials are also shared only between members and are not shared publicly.
      4. Lack of mentors: From the performance levels, we can see that no. of mentors have declined from the past year. Due to the increase in international students, whose second language is English, the need for mentors has risen.
   3. **OPPORTUNITIES**
      1. Potential location expansion: The program is presently operated in elementary schools. The program can be expanded to daycares or libraries or group storytelling at apartments as a special program.
      2. Potential target customers: The grade levels that are served right now is k-2, which can be extended to high school levels. The sponsors and grants can be expanded to universities and colleges, who understand the objective in an effective way. The volunteers for the organization can be expanded to retirees or senior citizens or students in high school or housewives.
      3. Better social media: Interactive social media content, hashtags, visual information, donations made simple, scheduling, and managing all participants, including volunteers, donors, affiliates, and sponsors, will help the organization to spread awareness (Dopson, 2018).
      4. Testimonials: The experiences of donors, sponsors, affiliates, volunteers, and parents with the organization, if posted online, can help pursue potential donors, volunteers through the trust and commonness.
   4. **THREATS**
      1. Competition: The nonprofit organizations which have more followers may show interest in the cause and can become a competition.
      2. Inappropriate use of funds: There is always a threat of misuse of funds instead of organizational activities. The improper use of these funds can cause the funder to withdraw the money, require repayment of the expended funds, and refuse to provide future funding. They can even lead to the loss of the organization's tax-exempt status or other legal actions (“Fiscal Management,” 2018).
      3. Legal issues: Since the emergence of social media and the evolution of people, there can be a probability of legal issues. The content on social media, if not controlled properly, can become offended by some people leading to legal issues. Even a delay in filing returns or nonadherence to the laws stated for the organization can lead to legal issues (Herman, 2011).
      4. Instability with sponsor: There is a threat to the sponsorships and grants to the organization. If the sponsor company runs into loss or instability for the time, the company in order to sustain can cut back the sponsorships, which have a direct impact on the non-profit organization.
   5. **SWOT MATRIX**

|  |  |
| --- | --- |
| **STRENGTHS**  1. Uniqueness in the business idea  2. Good funding sources  3. Wide coverage  4. Strong Curriculum | **WEAKNESS**  1. Low customer awareness  2. Increased expenses  3. Minimal marketing  4. Lack of mentors |
| **OPPORTUNITIES**  1. Potential customers  2. Better social media  3. Expansion of locations  4. Testimonials | **THREATS**  1. Competition  2. Inappropriate use of funds  3. Instability with sponsors  4. Legal issues |

Table 2: SWOT matrix

* 1. **DEVELOPING COMPETITIVE ADVANTAGES**

The company can use the uniqueness of business ideas to reach millions of people through social media. Over 2.77 billion people use social media, creating a million opportunities to find people who can support the cause through platforms like Twitter, Facebook, etc.. Interactive social media content is the best way to indulge people. Businesses that use interactive content consistently average a click-through rate (CTR) of 50%, and a form submission rate of over 80%. Some of the examples include Twitter polls, Facebook surveys, etc.. Hashtag is another way to outreach because it allows content to be found in native search (Dopson, 2018). These social media procedures can help increase volunteers, reach potential customers, increase awareness, increase donations, sponsorships, increase marketing, and help in sharing testimonial posts. This can also become a competitive advantage for the company to cut the competition as well. A strong curriculum and good funding sources can be used to expand the territory to places like libraries, daycares, and apartments. A strong management team committed to the goal of organization and community health can definitely use the acquired funds to obtain the goals of the organization by being transparent, using effective communication, and efficient control management. This can be achieved by hiring skilled and committed personnel, providing training, formulating policies and procedures, communicating them among employees, etc.,

* 1. **DEVELOPING A STRATEGIC FOCUS**

The strategic focus of the organization is to serve students by increasing awareness, which increases volunteers to help and raise funds to support the cause. The marketing plan was to communicate through special events and social media. The strategy was effective, but the direction was niche marketing. Only a few customers were aware of the organization and its goals. The events and objectives were shared among employees, volunteers, and known persons. The news was never spread to masses to gain recognition or using other media like television or radio to express their objectives.

The organization Everybody Wins! Atlanta has shown an effective way of indulging celebrities for story-telling in television, videos on the difference a mentor creates in a child’s life, radio interview, etc., as a marketing campaign to increase their awareness (Everybody Wins! Atlanta, n.d).

1. **MARKETING GOALS AND OBJECTIVES**
   1. **MARKETING GOAL 1:** Increasing brand awareness in Iowa.

**Objective 1:** Increase social media followers by 20% for the year-end by using different strategies to encourage participation and involvement.

**Objective 2:** Record and post a feature story in student's words with the permission of parents and teachers in the local press or blogs regarding the effect of the program they had in their studies and outside life on a quarterly or monthly basis till the recipient list can reach at least 20% more of the present list.

**Objective 3:** Increasing the customers by referring to a friend procedure by at least 3-5% every month.

* 1. **MARKETING GOAL 2:** Increasing the recruitment of mentors and volunteers

**Objective1:** Increase in the senior citizen volunteers by 20% of the present by planning a marketing strategy to outreach in senior citizen homes, providing commutes, and explaining satisfaction by creating emotional attachment.

**Objective 2:** Increase the number of volunteers by 10% by using celebrity endorsement in the local press or television programs or videos. The celebrities are to be appropriate for different ages and different backgrounds to process great encouragement.

* 1. **MARKETING GOAL 3:** Increase fundraising

**Objective 1:** Increase individual donations by 20% for the financial year by using social media platforms and special events.

**Objective 2:** Include at least two corporates other than the ones already exist to increase the sponsorships to the program on a half-yearly basis.

1. **MARKETING STRATEGY**
   1. **TARGET MARKET:**

The market to be ventured is the high-grade level students and different volunteer groups. Incorporating grade-level up programs is easy as the organization has already tie-ups with elementary schools. Engaging different volunteers is a diversifying and aggressive marketing strategy. One way to acquire volunteers is by generating word of mouth publicity by current mentors and staff. Referrals from community partners can be another way to acquire. Online outreach to individuals was noted as successful by 34% of programs, which paves the way for opportunities (Garringer, McQuillin & McDaniel, 2017).

The organization can record the reading sessions with mentors and send them to parents on a weekly basis showing the improvement and enthusiasm of their kids, to involve even parents other than teachers to consider a chance for increasing donations, volunteers, and awareness. This can help housewives come forward to help the cause. A literacy program can be organized in senior citizen homes with collaboration from schools as a field trip to emotionally connect old people with the young generation, which can lead them to become a volunteer for the organization. If the grade levels increase, the organization can influence fellow classmates or higher grade students to spend some time on the cause, which can be easily implemented because of the presence in the same school and also create a sense of commonness among the students. This is highly useful for obtaining the purpose of the organization along with the marketing goals achievement.

* 1. **PRODUCT STRATEGY:**

The product strategy is to design and implement the power read program to the extended grades as per their levels. With the increase in grades, it is necessary for the students to learn both vocabulary and grammar. Hence, when creating programs for the higher grade, it is much considerable to engage professionals who almost occupy 40% of the mentor demographics to care for those children. Students below grade-2 mostly require vocabulary, and hence the volunteer with good communication skills is enough to explain the meaning and recite the words, which constitute the rest of mentor demographics.

They can even design programs for in house arrangements or group storytime at the apartments or libraries where the concentration of students is high to promote the organization's objective and a live demonstration of how the program is effective. They can even extend the program to other elementary schools as the state has more than 1500 elementary schools, which gives more opportunities for the organization to flourish. This helps in achieving the goals of increasing awareness, volunteers, and donations by increasing the customer base as well as locality.

Even though the motto of the name is good that everybody wins, the name doesn’t portray the real objective behind the program. Hence, after careful consideration, the organization can be renamed as per the objectives to have a clear distinction in the minds of people. This is a strategical decision to be taken by the board of directors. Even the parent organization has renamed the program to ‘Read Ahead’ to be in conscience with the objective.

* 1. **PRICING STRATEGY**

The programs offered by the organization of free of cost, where the mentors voluntarily work on behalf of the organization to fulfill the cause and help the students at their as well as the program’s convenient spots. However, the mentors have the opportunity to even donate in the form of money or books to contribute to the cause. The hours of volunteers, when converted to monetary value, is much more valuable and pricey. Even the impact on the student in terms of cost displayed in the social media platforms and events can have a major impact on the customers.

The expenditure of the organization should be stated on the grant and sponsorship application forms to inform the shortage of finds as well as a necessity.

* 1. **DISTRIBUTION / SUPPLY CHAIN STRATEGY**

The organization has integrated various ways of collecting donations and employing volunteers. They have social media platforms where the monetary donation link is available for the customers to participate and fund. They even have affiliation with Amazon services to contribute to the cause.

The impact of cost per child is around $300. If the donation channel includes donation per child as a way to raise funds, the donations can increase, and the amount can be used to expand the elementary schools to serve more students. They can even collaborate (in the form of percentage in purchases) with local stores or popular dining restaurants or community services or Walmarts, etc., to increase their funds.

The channels already used by the organization are very effective. All that is needed is to increase the awareness of these distribution channels for fundraising.

Effective communication online team management tools are to be adopted by the organization to establish communication with site coordinators, volunteers, and management committees of the organization to know the difficulties of the processes on-site so that the strategies can be reviewed from time to time.

* 1. **PROMOTION STRATEGY**

The organization can arrange for celebrity endorsement for story-telling or donation or testimonial in local press or magazine or blog to increase the awareness as well as volunteers and donations to the organization. They can also engage the customers in interactive conversations like poll ratings or surveys to increase awareness. Interactive social media content could give the opportunity to see a flood of volunteer registration form submissions or clicks to the donation page. The organization can dominate hashtag with native searches on all big platforms (Dopson, 2018). Organizing social events, educational events, and cultural services in the volunteer rich places or schools or colleges can help the organization raise donations, increase volunteer registration, and even increase sponsorships (Capital Business Solutions, 2019). Colleges and Universities are much related to the educational background, and they have a clear understanding of the impact the program can create on the future of students. Hence, the organizations should concentrate on colleges and universities for sponsorships or funds.

The organization can even produce local feature stories or make a video of students (with permission from parents and teachers) on the difference the program created in their lives on YouTube or Facebook to convey the success of the program. This helps people to recognize the value of the program and make them contribute to the cause.

1. **MARKETING IMPLEMENTATION**
   1. **STRUCTURAL ISSUES:**

If the fundraising is processed through sponsorships or grants, then the sponsor company’s executives can be added to the board of directors. They can have an influence on the rules, regulations, usage of funds, and program designing.

If the program is expanded to higher levels, training may be required by the volunteers to understand the handling of the students and deliver quality content.

With the increase in the locality as well as programs, communication between members of the organization can become a problem. Hence, strategic methods are to be attained by the organization from time to time to maintain peace and harmony in the operations.

* 1. **TACTICAL MARKETING ACTIVITIES:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Special Tactical Activities** | **Person / Department Responsible** | **Required Budget** | **Completion Date** |
| **Product Activities:**  1. New programs for new grade levels.  2. New location expansion like new elementary schools, libraries, daycares, etc., | Board of Directors  Board of Directors | The price depends on donations and grants. | 6 Months  3 Months |
| **Pricing Activities:**  1. Expenditure planning | Recruitment Committee | Previous year revenue | 1 Month |
| **Distribution Activities**  1. creating a new donation of per student channel.  2. Collaboration with other organizations  3. Communication tools | Recruitment Committee with the approval from the Board of Directors  Board of directors and Recruitment committee  Board of directors | $10K  $3-4 K  Depends on funds raised | 2 Months  6 Months to 1 Year  1 – 2 months |
| **Promotion Activities**  1. Hashtag and interactive content  2. Celebrity Endorsement on the local press, blogs, etc.,  3. Organizing special events, educational events, and community services | Marketing Committee  Marketing committee with approval from the Board of directors  Special events Committee with approval from the Board of directors | Minimal  It can be costly, which can be a part of a sponsorship.  It can be sponsored events. | Monthly or Weekly  2 – 3 Months  Monthly or Quarterly |

Table 3: Tactical Marketing Activities

1. **EVALUATION AND CONTROL**

The organization can evaluate the success in the form of a percentage increase in volunteers, donations, sponsorships to the previous figures on a quarterly basis to review the marketing strategies and incorporate necessary changes. We can compare these figures with the objectives and goals of the organization for maintenance, improvement, and control.

They can collect feedback on a monthly basis from the parents, volunteers, staff, and students by paper or email or social media platform to identify the service experiences and make fundamental changes to the programs or operations in order to strengthen relationships with all participants. The feedback collected can be shared with funders and community partners to show the success of the organization in serving the community.

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