

Strategic Plan

Organization Name & Description Cystic Fibrosis – Essex- Kent Chapter. The non-profit organization with a mission to improve the life of the patients living with this disease and research to find a cure.

1. Identify Goals & Objectives To increase the fund raised to support the organization.

2. Describe the Target Market

- **Individuals:**

Since CF is not a very well-known charity, the target market for is chosen in a way that targets individuals with higher household disposable income and a high charity donation in 2017 to maximize the chances of them, donating to a less-known charities. The data for this target market is gather using EAG Canada.

Age: 40-55

Gender: Female

Household income: 80K+

Family structure: Married – Without a child or with 1 child

Geography: Essex County

Charity donation history: 2K+ donations to charities in 2017

- **Businesses:**

The campaign will target the small-medium size business that are highly sales driven (Car dealers, realtors, etc.), have 500K+ annual sales and a 4K+ advertising budget and need to target local costumers.

Annual Sales: 500K+

Advertising Budget: 4K+

Industry: Sales to our target market (above market):

- Car dealerships

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4. Define the Message

- **Individuals:** “We’re closer than ever to find a cure for the most common fatal genetic disease in Canada”.
- **Businesses:** “Our donators are your customers and you can advertise to them for free”
With a high focus on our target market (donators - with high disposable income) and tax-deductible charity.

The reason behind each message is described below.

5. Identify the Unique Selling Proposition

- **Individuals:** CF is the **most common** fatal genetic disease affecting Canadian children and young adults. There is **no cure at the moment**, but we are getting **closer to finally find a cure**.

According to (Dean Karlan, 2017), using numbers and scientific figures to show importance of a non-profit organization has no effect on the donations since it does not provide a real emotional appeal. However, if the same organization claims high effectiveness in making a big change in local or country level, there is a dramatic increase in donations.

- **Businesses:** Our target market(donators) are households with high disposable income and you can appeal to them by sponsoring us. It is **tax-deductible** therefore, it is practically **free advertisement**.

6. Choose the Tactics

- According to (H. Daniel Heist, 2018) study, the choice of charity and price of donation individuals donate are highly correlated with who reaches to them more often and how much they have been engaged with the charity before.
- (Paul Chad, 2013) mentions that best marketing practice for a Non for profit organization is not to expand fast and to mass, but to slow and focus more on making their donors “Loyal” donors and expanding it as a far as becoming the family charity.

- According to (Jennifer A. Pope, 2009), (Dean Karlan, 2017) , (H. Daniel Heist, 2018), and (Brace-Govan, 2011) The similar results were also mentioned by several other research including.
- According to (CMA, 2018), direct mails have 25% to 40% higher response over initial mail if the second mail is sent within 7-10 days. Moreover, according to Canada post

As the result, the main tactic of the campaign is to first “introduce CF” and then retarget them by the “Thank you” letter to maximize both Brand Awareness and Audience engagement with the CF which ultimately maximizes the chance of higher donor frequency and amount as mentioned in above research.

The Priorities:

Please choose following priorities **based on the campaign budget**.

Priority 1: Retargeting the current/previous donors: In case CF Essex-Kent has a database of its previous and current donors. Use the “Thank you” Brochure to retarget them.

Priority 2: Business: Since Business can donate more money for the same amount of marketing cost (Direct mail cost), it is the best option to put them as second priority. Therefore, to send the “CF Introduction” – Business version to the mailing list provided. Then retargeting them with the “Thank you” Brochure 7-10 days after the initial mail.

Priority 3: Individuals. To send the “CF Introduction” – Individual version to the mailing list provided and retargeting them with the “Thank you” Brochure 7-10 days after initial mail.

7. Describe the Distribution method

The distribution method for both individuals and businesses are via direct mail (Preferably Canada Post – Post Code direct mail services), however the intend of creating such hyper targeted mailing list is to use it in future as well as this campaign to retarget same audience until they become the loyal donators.

Moreover, the brochures can be used separately, in the CF offices for volunteers and any other usage.

8. Describe Your Ideal Outcome(s)

- 33% of catalogues received via direct mail in the past six months triggered a visit to the store and 60% direct mail receivers said attractive direct mail advertising stays at top of their mind (Canada Post, 2015)

Therefore, the ideal outcome of the campaign is 33% increase in funds raised for the charity both coming from previous donators and business sponsorships.

Additional technical details:

This report comes with 5 attached files as follow:

- **2 “CF Introduction” Brochures**, one for individuals and one for businesses.
- **1 “Thank you” Brochure**, to be sent as a retargeting piece for previous donators and as a follow up of “CF Introduction” to business and individuals in 5-7 days after the “CF Introduction”
- **2 Mailing lists**, one for individuals (Postcode of the target market mentioned above) and Businesses (Postcode of the target market mentioned above). These mailing lists have been carefully collected via EAG Canada and Canadian Businesses Directory database, and the data has been processed using Python programming language to remove any unverified data and outliers.

References

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