

CIMG Programme Pathway 6 Professional Marketer

NGO Marketing (PMS 606)

DECEMBER 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY- COMPULSORY

EMPOWERMENT NOW

Introduction

Empowerment Now is a non-governmental organisation (NGO) that focuses on providing education and vocational training programs to disadvantaged communities in developing countries. While the organization has been making a significant impact on the ground, it recognizes the need to enhance its marketing strategies to increase awareness, attract more donors, and expand its reach. Empowerment Now has been facing challenges in effectively communicating its mission and impact to a broader audience. Despite having dedicated teams on the ground, their marketing efforts have not translated into the desired outcomes. The organization has identified several key areas for improvement in its marketing approach.

Branding and Messaging

Empowerment Now lacks a cohesive and compelling brand identity. Their messaging lacks clarity and fails to resonate with their target audience. The organization seriously needs to develop a strong brand image that reflects its values, mission, and impact. If the NGO is able to define its unique selling proposition (USP) and create a consistent brand voice, Empowerment Now could effectively communicate its purpose and connect with potential donors and supporters.

Digital Presence and Content Strategy

The NGO's online presence is currently limited and lacks a well-defined content strategy. Empowerment Now needs to establish a robust digital presence to revamp its website and expand its social media channels. If they were to share engaging stories, videos, and testimonials of individuals whose lives have been transformed through their programs, they could effectively showcase the impact of their work and inspire others to get involved.

Donor Engagement and Relationship Building

Empowerment Now recognizes the importance of building strong relationships with its donors. Currently, their donor engagement efforts are limited to occasional updates and generic thank-you emails. There is hardly any effort to continue enhancing donor loyalty and encourage support, the NGO fall short of implementing a comprehensive donor stewardship program. This program would include personalized communication, exclusive updates, and opportunities for donors to engage directly with the organization and the communities they serve.

Strategic Partnerships

Collaborating with strategic partners can significantly amplify the impact of Empowerment Now's programs. The NGO is not actively involved in seeking partnerships with corporations, foundations, and other organizations that share similar goals. However, these partnerships are necessary to provide access to additional resources, funding opportunities, and broader networks, helping the NGO expand its reach and influence.

Impact Measurement and Reporting

Empowerment has challenge with its impact measurement and reporting practices, which needs enhancement. The NGO is not doing well in collecting data and showcasing evidence of their outcomes, the organization does not demonstrate transparency and accountability to its donors and stakeholders. They lack a robust monitoring and evaluation system that will strengthen their credibility but also need to provide valuable insights for program improvement and future marketing efforts.

QUESTION 1 - COMPULSORY

- a) Explain how Empowerment Now can improve its branding and messaging to effectively communicate the organization's mission and impact? **(8 marks)**
- b) Describe the steps Empowerment Now can take to enhance its digital presence? **(9 marks)**
- c) Discuss how Empowerment Now can improve donor engagement and relationship building? **(9 marks)**
- d) Discuss the benefits of forming strategic partnerships for Empowerment Now? **(9 marks)**
- e) Describe the important of impact measurement and reporting for Empowerment Now? **(5marks)**

PART B

ANSWER ANY THREE (3) QUESTIONS ONLY FROM THIS SECTION

QUESTION 2

HELP THE NEEDY FOUNDATION is a non-governmental organization (NGO) that works towards improving the lives of the underprivileged in rural areas. The NGO provides healthcare support to these children and aims to ensure their overall development. The organization has been operational for the past five years and has been largely reliant on donations from individual donors and corporate sponsors. While the NGO has been successful in its operations, it has faced challenges in raising funds consistently. The organization has struggled to attract new donors and retain existing ones. Moreover, the NGO has limited resources to invest in marketing and has largely relied on word-of-mouth and social media platforms to create awareness.

a) You are leading a fundraising campaign for the organization. Describe three innovative fundraising ideas you would implement and explain how they can effectively attract donors and generate support. **(10 marks)**

b) The organization plans to launch a monthly giving program. Outline three key benefits of monthly giving and explain how it can enhance long-term sustainability. **(10 marks)**

QUESTION 3

A non-profit organization dedicated to providing healthcare services in underserved communities wants to promote its annual health fair.

a) Develop a promotion plan outlining the key steps and strategies the organization should undertake to attract attendance and maximize the impact of the event. **(10 marks)**

b) Assess the potential marketing channels and provide recommendations for effective promotion. **(10 marks)**

QUESTION 4

A non-profit organization, working on social justice issues, has established a strong brand presence over the years. However, they are now faced with a crisis that threatens their reputation.

a) Discuss the importance of effective crisis management in protecting the brand image of a non-profit organization. **(12 marks)**

b) Provide examples of proactive steps they can take to manage the crisis effectively. **(8 marks)**

QUESTION 5

You are the Country Director of an international NGO that has regional operations across Europe, North America, Africa, and Asia. The NGOs operations in Africa is going down in recent years. Your immediate task is to develop a marketing strategy to reverse the current trend.

a) What are some key factors to consider when developing a marketing strategy for an NGO?
(10 marks)

b) How can the NGO effectively use social media to promote its activities and corporate brand?
(10 marks)

QUESTION 6

Marketing research helps NGOs make informed decisions, improve program implementation, and contribute to the overall knowledge and development of their respective sectors.

a)"Describe the steps involved in conducting research for NGOs."
(12 marks)

b)"Explain the challenges faced in conducting research for NGOs and suggest possible solutions."
(8 marks)