

CIMG Programme Pathway 6 Professional Marketer

NGO Marketing (PMS 606)

JUNE 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

THE ARK FOUNDATION

Introduction

The ARK Foundation is a non-profit organization dedicated to empowering communities through education and conservation efforts. By combining scientific expertise, community engagement, and educational initiatives, the foundation demonstrates the power of collaborative efforts in creating positive environmental and social outcomes. Through its dedication, the ARK Foundation continues to inspire and lead the way in the pursuit of a more sustainable and equitable future for both nature and communities.

Background

The ARK Foundation was established in 2010 with a vision to protect endangered species and their habitats while uplifting the lives of local communities. The organization focuses on regions that are rich in biodiversity but face socio-economic challenges. The foundation operates in collaboration with local governments, NGOs, and community-based organizations to achieve its goals.

Mission and Objectives

The mission of the ARK Foundation is to promote sustainable development by conserving biodiversity, empowering local communities, and fostering environmental education. Its key objectives include:

- a. Conservation: Protecting endangered species and their habitats through scientific research, habitat restoration, and anti-poaching initiatives.
- b. Community Empowerment: Enhancing livelihoods and promoting social inclusion by supporting sustainable income-generating activities, education, and healthcare.
- c. Environmental Education: Raising awareness about the importance of biodiversity and environmental sustainability through educational programs, workshops, and outreach initiatives.

Strategies and Programs

- a. Conservation Initiatives

- **Biodiversity Research:** The ARK Foundation conducts scientific research to better understand ecosystems, species populations, and threats to biodiversity. This data is used to develop effective conservation strategies.
- **Habitat Restoration:** Working closely with local communities, the foundation engages in habitat restoration activities such as reforestation, watershed management, and ecosystem rehabilitation.
- **Anti-Poaching Efforts:** The foundation collaborates with law enforcement agencies and local communities to combat wildlife trafficking, illegal hunting, and poaching.

b. Community Development Programs:

- **Sustainable Livelihoods:** The ARK Foundation provides training and resources to support sustainable livelihood initiatives such as agroforestry, eco-tourism, and handicraft production.
- **Education and Skill Development:** The foundation focuses on improving access to quality education by establishing schools, scholarships, and vocational training centers. It also promotes digital literacy and skills development to enhance employment opportunities.
- **Healthcare and Sanitation:** The ARK Foundation works to improve access to healthcare services and sanitation facilities in underserved communities through partnerships with healthcare providers and infrastructure development projects.

c. Environmental Education:

- **Awareness Campaigns:** The foundation conducts awareness campaigns in schools, communities, and through media channels to educate people about the importance of biodiversity conservation, sustainable practices, and climate change.
- **Educational Programs:** The ARK Foundation designs and implements educational programs and workshops for students, teachers, and community members to foster environmental stewardship and ecological awareness.

Impact and Achievements

The ARK Foundation's efforts have led to several significant impacts:

- **Conservation Success:** The foundation has contributed to the protection of endangered species, the restoration of degraded habitats, and a reduction in illegal poaching activities.
- **Community Transformation:** Through its community development programs, the ARK Foundation has empowered local communities by improving livelihoods, education, and healthcare, leading to enhanced socio-economic conditions.
- **Environmental Education:** The foundation's educational initiatives have raised awareness among thousands of individuals, resulting in a greater understanding of the importance of environmental conservation and sustainable practices.

Challenges and Future Directions

Despite its achievements, the ARK Foundation faces ongoing challenges, including limited funding, political instability, and the need for long-term sustainability. To address these challenges, the foundation aims to expand partnerships, diversify funding sources, and strengthen its monitoring and evaluation mechanisms. It also plans to leverage technology and digital platforms to reach a wider audience and promote virtual learning opportunities.

Moving forward, the ARK Foundation aims to build upon its achievements and expand its reach. This includes forging new partnerships with like-minded organizations, engaging in policy advocacy, and exploring innovative approaches to conservation and community development. By adapting to changing circumstances and leveraging technology, the foundation seeks to maximize its impact and create sustainable change in the long term.

Question 1- Compulsory

- a) How can the ARK Foundation effectively promote environmental education to its immediate stakeholders? **(10marks)**
- b) Discuss the key components of the ARK Foundation's community development programmes **(10marks)**
- c) Describe the impact achieved by the ARK Foundation **(10marks)**
- d) Identify and discuss the challenges faced by the ARK Foundation **(10marks)**

[Total 40 marks]

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 2

HUMAN CARE, an NGO focused on Gender Advocacy has been in operation for over a decade. Over the years, the organization has made significant contributions to the conservation of endangered species, but its impact has been limited due to inadequate funding and a lack of visibility.

- a. Develop a promotional plan, outlining the key steps and strategies the organization should undertake to effectively communicate the benefits of the initiatives and encourage participation. **(10 marks)**
- b. Assess the potential challenges and provide recommendations for overcoming them. **(10 marks)**

[Total 20 marks]

Question 3

A non-profit organization focused on environmental conservation has been facing challenges with public awareness and support. They believe that rebranding might help them overcome these challenges. Outline the potential risks and benefits they should consider before deciding to rebrand. **(20 marks)**

Question 4

The COVID-19 pandemic and the Russia-Ukraine war have greatly affected donor activities in the last three years. This has made it challenging for NGOs in Africa to secure enough donor funding. NGOs are therefore using several competitive media platforms to reach and source donor funding. As Programmes Director of Safe the Children Foundation, you have been tasked to

- a. Identify effective ways by which the NGO can build relationships with donors and supporters **(10 marks)**
- b. Discuss how the NGO should measure the success of its marketing efforts? **(10 marks)**

[Total 20 marks]

Question 5

You have recently been employed as a Revenue Generation Strategist of an NGO due to your previous experience as a Revenue Management Manager of a Commercial entity. You have realized that there is a vast difference in revenue generation strategies in your previous company, compared to your current organization.

- a. Analyse the revenue generation strategies employed by a non-profit organization and a for-profit organization. **(10 marks)**
 - b. Evaluate the approaches to performance measurement and accountability in non-profit organizations and for-profit organizations. **(10marks)**
- [Total 20 marks]**

Question 6

The Wildlife Conservation Society (WCS) is a non-profit organization dedicated to protecting endangered species and preserving their habitats. They have recently launched a social media campaign to raise awareness about the impact of climate change on wildlife.

Design a performance marketing measurement framework for the Wildlife Conservation Society (WCS), outlining the key metrics and KPIs that should be tracked. Justify your choices. **(20 marks)**