

# "Think Globally, Act Locally:" A Local Marketing Plan for an International Nonprofit Organization

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## INTRODUCTION

This Senior Individualized Project revolved around one focus question: How can nonprofit organizations, specifically International Child Care, attract and retain new donors? The preliminary research question was supplemented by additional inquiries that explored methods of increasing an international organization's local brand awareness. The end goal of this project was to relocate ICC to an area of the market that has not yet permeated Kalamazoo culture. This would result in ICC becoming a more secular organization that engages in community activities to increase donations in and around Kalamazoo.

## OBJECTIVE

ICC works everyday to better the health and overall wellbeing of children and their families who live in the Dominican Republic and Haiti. ICC's main focus is providing healthcare access to impoverished families, while simultaneously empowering the areas where these families live. ICC runs successful programs out of two Caribbean countries, yet lacks a strong presence within it's own, local Kalamazoo community. The goal of this marketing plan is to enhance ICC's reputation within the city of Kalamazoo, increase the organization's operating budget, and create an enhanced donor experience for those affiliated with the nonprofit.

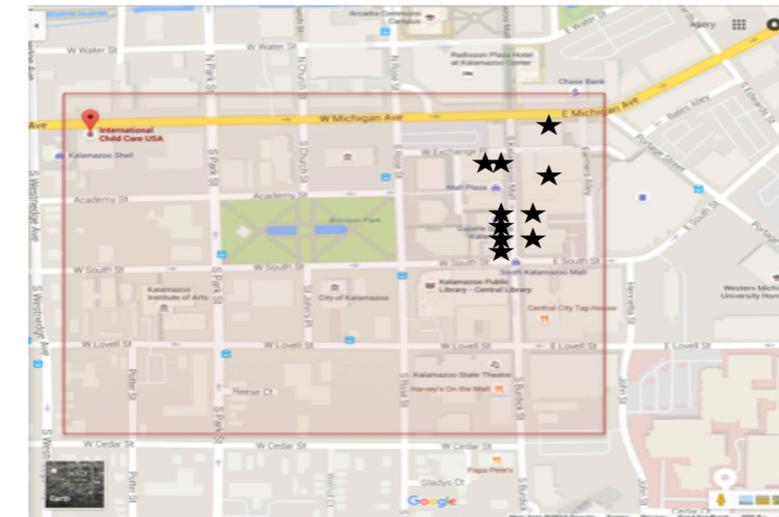
## MATERIALS AND METHODS

### ICC Survey

- When you hear the words "International Child Care," does anything specific come to mind?
- Have you heard of the nonprofit organization International Child Care that is located in downtown Kalamazoo?
  - If yes: Can you tell me what you know about the organization?
  - If no: Judging by the name of the organization, can you guess what the organization works towards? Or what is included in their mission statement?
- Hypothetical scenario (Not ICC related and not asking for a donation): When deciding whether or not to donate to any nonprofit organization, or how much to give, what is the main factor that influences your decision?
- Are you more or less likely to donate to an organization that is faith based?

## RESULTS

- The most important result showed that zero of the ten survey respondents had ever heard of or knew anything about ICC, their mission statement, or office location.
- When asked about the most important factor that influences donation decisions to any given nonprofit organization, the majority of participants said they would like to know exactly how their donations, and other funds within the organization, are distributed. Other popular answers included whether or not the nonprofit was locally based (supporting local businesses), and if the values behind the organization's mission statement aligned with the personal beliefs of the respondent.
- Participants responded most readily to the question of whether they were more or less likely to donate to a faith-based organization. Seven participants were less likely to donate to religious organizations, while three were more likely, giving secular organizations an obvious advantage over those that are religiously affiliated.



Action	Related Activity
Art Hop Participation	
Inventory	<ul style="list-style-type: none"> <li>- Inventory all ICC material that will be affected by rebranding efforts</li> <li>- Take inventory of tangible materials in-office</li> <li>- 'Inventory' all online content (ICC's website and other web pages that make reference to and/or include ICC content)</li> <li>- Record original production price of individual materials to accurately estimate total price of rebranding endeavor</li> </ul>
Rebrand	<ul style="list-style-type: none"> <li>- Redesign and reprint ICC materials</li> <li>- Make appropriate and applicable website changes (listed in Marketing Plan)</li> </ul>
Donor Management Software	<ul style="list-style-type: none"> <li>- Move donor information from current database to new program</li> <li>- Create in-depth profiles, reach out to donors who would like to be more involved with organization and/or provide demographic information</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>- Increase activity on all social media outlets (1 post per day on Facebook and Twitter)</li> <li>- Encourage donors to engage with posts and share related feedback</li> <li>- Focus on personal statements and stories from children in Haiti and the Dominican Republic</li> <li>- Ask users who interact with ICC online to invite their Facebook friends to 'Like' ICC's Facebook page</li> <li>- Emphasize opportunities for potential donors</li> </ul>
Thank You Cards	All details listed in Marketing Plan
Network with Western Michigan University, K College, and Kalamazoo Public Schools	
Network with local Churches	
Network with local Businesses and launch Donation Station Program	

## CONCLUSIONS

Although ICC has had incredible success abroad, the organization lacks the resources it needs to expand beyond its current donor base and increase brand awareness in Kalamazoo, MI. The marketing plan included in this project aims toward attracting and retaining new donors while working on a limited budget. By slightly rebranding their image, ICC can appeal to a larger pool of potential donors and change the demographics of their target market.

With an increased social media and web presence, ICC will be able to quickly communicate intimate and personal stories with donors, who will be encouraged to respond and engage with the content. By partnering with local businesses and/or distributing promotional materials, ICC will strengthen their brand awareness and reputation in Kalamazoo. The proposed marketing plan shows that nonprofit organizations can utilize traditional marketing techniques and strategies in the same way that businesses and corporations do. After surveying the macro and microenvironments surrounding ICC and constructing a marketing plan based primarily off of consumer insight, ICC should see success in the form of an increased number of donors, enhanced reputation, and higher operating budget.

## ACKNOWLEDGEMENTS

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