

MARKETING FOR NONPROFIT ORGANIZATIONS

Nonprofit organization is an organization that uses surplus revenues to achieve its goals, rather than distributing them as profits or dividends. NPOs may be created to achieve social, charitable, cultural, educational, scientific and management purposes in order to protect public health, the development of physical culture and sport, to meet the spiritual and other non-material needs of citizens, protection of the rights and lawful interests of citizens and organizations, dispute resolution and conflicts, legal assistance, as well as for any other purpose. There are over **1 500 000** nonprofit organizations in the United States.

Nonprofits have “**customers**”, Nonprofits are a “**business**”, Nonprofits need “**marketing**”:

- **Worldwide NPOs:** International Red Cross and Red Crescent Movement, World Wide Fund for Nature, GreenPeace, UNAIDS, etc.
- **Ukrainian NPOs:** «АСЕТ», «Отчий Дом», Victor Pinchuk Foundation, Foundation for Development of Ukraine, etc.

Nonprofit organizations may engage in business activities, only if the activity is aimed at achieving the goals of the organization.

Legal aspects. Nonprofit organizations relate to the third sector of society, controlled by the Law of Ukraine “About nonprofit organizations” and Law of Ukraine "On Enterprise Profit Tax". The NPOs in Ukraine are the following:

- Charitable foundations and organizations;
- Public organizations established for the purpose of amateur sports, cultural, educational and scientific activities;
- Trade unions and others.

NPOs have a wide diversity of structures and purposes. For legal classification, there are, nevertheless, some elements of importance:

- Economic activity.
- Supervision and management provisions.

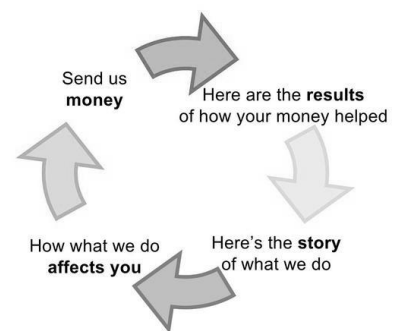
- Representation.
- Accountability and Auditing provisions.
- Provisions for the amendment of the statutes or articles of incorporation.
- Provisions for the dissolution of the entity.
- Tax status of corporate and private donors.
- Tax status of the foundation.

Marketing for nonprofit organizations has its own features, different methods and changed ways of quality management.

Nonprofit marketing troubles:

- Money
- People
- Multiple messages to multiple audiences
- Focus on the mission rather than the marketing
- Apathy

Effective Non-Profit Message Cycle



Activity of different foundations and charity organizations is very necessary both in Ukraine and the whole world. These organizations help to provide culture, mutual aid, peace, a healthy lifestyle, etc. locally and worldwide. But they need good management of the limited people, financial resources and marketing to make people know about these organizations, encourage them to become volunteers and to donate money and products.