



BUSINESS & MANAGEMENT
DIANE M. GIBSON

Case Study: Non-Profit Builds Community Relationships/Marketing

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| THE CLIENT: | Small non-profit specializing in building relationships through personal growth through a comprehensive educational program. |
| THE CLIENT OBJECTIVE: | To develop improved and increased communications between staff and board members. To develop a marketing program and create/design a fundraising event to raise community awareness; all with a very limited budget. |
| THE CLIENT NEED: | Enrollments were down, revenues were down. Community awareness was there but no real spokesperson from the organization that engaged in regular community awareness efforts. A client database had not been updated in years. Instructors supported the training and educational programs, but they did not do marketing or advertising functions. There was no community champion. The organization needed more than word-of-mouth referrals to take the organization to the next level. |
| THE CLIENT BENEFIT: PROJECT PLANNING & MANAGEMENT, PROCESS IMPROVEMENT, TRAINING, ORGANIZATIONAL EFFECTIVENESS | DMG worked with the director, board members and staff members to evaluate the organization's presence in the community. A marketing plan, regular team meetings and a renewed commitment to grow the business moved the organization forward. A ten year anniversary of the company was a good venue to involve the community, increase awareness and gain support. A fundraising event honored the company and community. Marketing and advertising efforts; community meetings, radio air time, press releases and a bi-monthly newsletter proved to be successful in keeping the organization's name top-of-mind. The client database was updated with information collected over the past 5 years. Overall, the organization did increase community awareness, programs changed, the newsletter continues to provide regular updates and the board remains strong with new board members supporting the mission. |

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