

Day 8:- 10.01.2023:- Block 1&2 (8:30-11:45)

1. Marketing & Public Relations,
2. Budgeting & Fund Raising

1. Budgeting & Fund Raising

- What is a Financial Plan?
- What is a Budget?
- Examples of Budgets
- Requirements to prepare a Budget & Financial Plan

2. Fund Raising in NPOs –

What is **fundraising** in NPOs?

The 7 Approaches to Fundraising

1. Mailings
2. Inheritance fundraising
3. Fines
4. Endowments
5. Payroll Giving
6. Affinity Credit Cards
7. Merchandising

Other Approaches of Fund Raising

3. Marketing Management in NPOs

What is **Marketing Management** in NPOs?

1. Understand and Satisfy the customer needs
2. use the right communication techniques to reach potential customers at the right time

The 7 Steps in NPO Marketing Management?

- Step 1. Perform an Organization Self-Assessment
- Step 2. Set Objectives, Goals and Strategy
- Step 3. Determine Your Unique Value
- Step 4. Craft Your Message -Appeal to your audience's values
- Step 5. Choose Your -online/offline- Tools
- Step 6. Define Budget, Timeline, and Resources
- Step 7. Track and Measure Your Results

4. Public Relations (PR) in NPO? –

What is **Public Relations** in NPOs?

- Building favourable image of NPO
- Maintaining favourable relationships between NPO & its Stakeholders

PR tools in NPO?

- Press release -Stories: - Interviews and press conferences: - Creating events: -

TASK - Write a short report about your NPO's Methods of

- Budgeting & Fund Raising
- Marketing and Public Relations