

NON-PROFIT
ALL-INCLUSIVE 

Topic 1

INTRODUCTION



MIROMIDA



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What is Marketing

Marketing is an organized process aimed at changing the target audience's behavior by creating an exchange that benefits both the audience and the organization. It addresses the audience's problems and satisfies their needs using the organization's resources

you are the change

What is Marketing

To support the change in the best possible way:

- Listen to the target audience's needs
- Adapt operations accordingly

EXCHANGE IS KEY

NEEDS

Latent

Apparent

Based on demand

Unformed

Create awareness
Show benefits

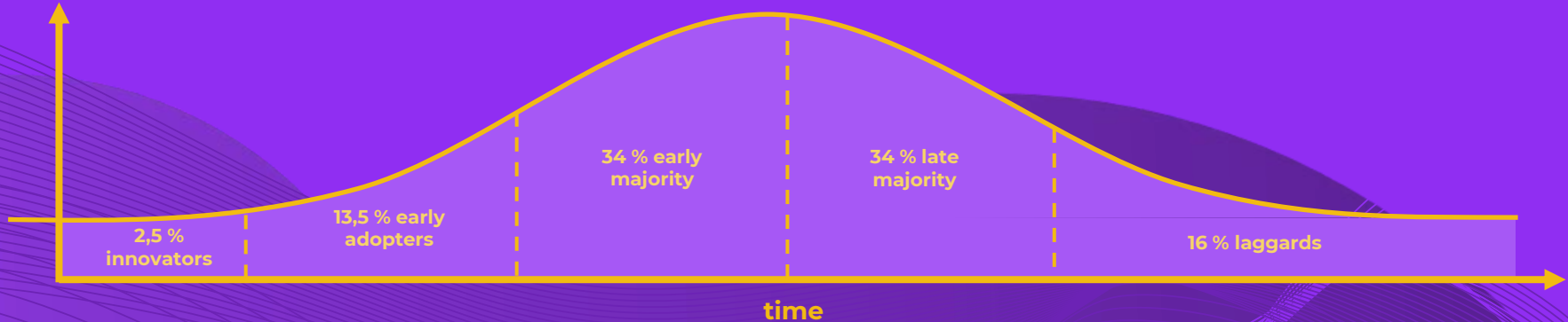
Formed

Offer specific solutions

Sustainable

Make solutions more effective

Target groups based on needs



Marketing is NOT intended to:

Increase knowledge – that is the role of education

Change values and attitudes – that is the role of education, lobbying, and propaganda

The role of marketing is to **influence behavior**

However, to change behaviors, it is sometimes necessary to provide education, run information campaigns, and engage in advocacy efforts

What is NOT Marketing

Factors influencing behavior

Benefits		
Costs		
Others		
Self-assurance	Motivation	It's worth doing
	Opportunity	There is infrastructure and instructions
	Ability	I believe I can do it

CHALLENGES

of non-profit organizations

1

Volunteering

Much of the work is based on volunteer efforts or low compensation

2

Limited funding

Irregular membership fees, contributions and gifts create financial uncertainty

3

Ethical dilemmas

Is it right to promote political or religious organizations?

4

Competition from business

For-profit companies with capital and greater resources can operate in the same areas



PASSION LED US

COSTS

The target audience does not always, or only, "pay" with money to change their behavior but also with:

- Old habits and behavior patterns
- Ideas and values
- Time and energy

MAIN TARGET GROUPS

Donors

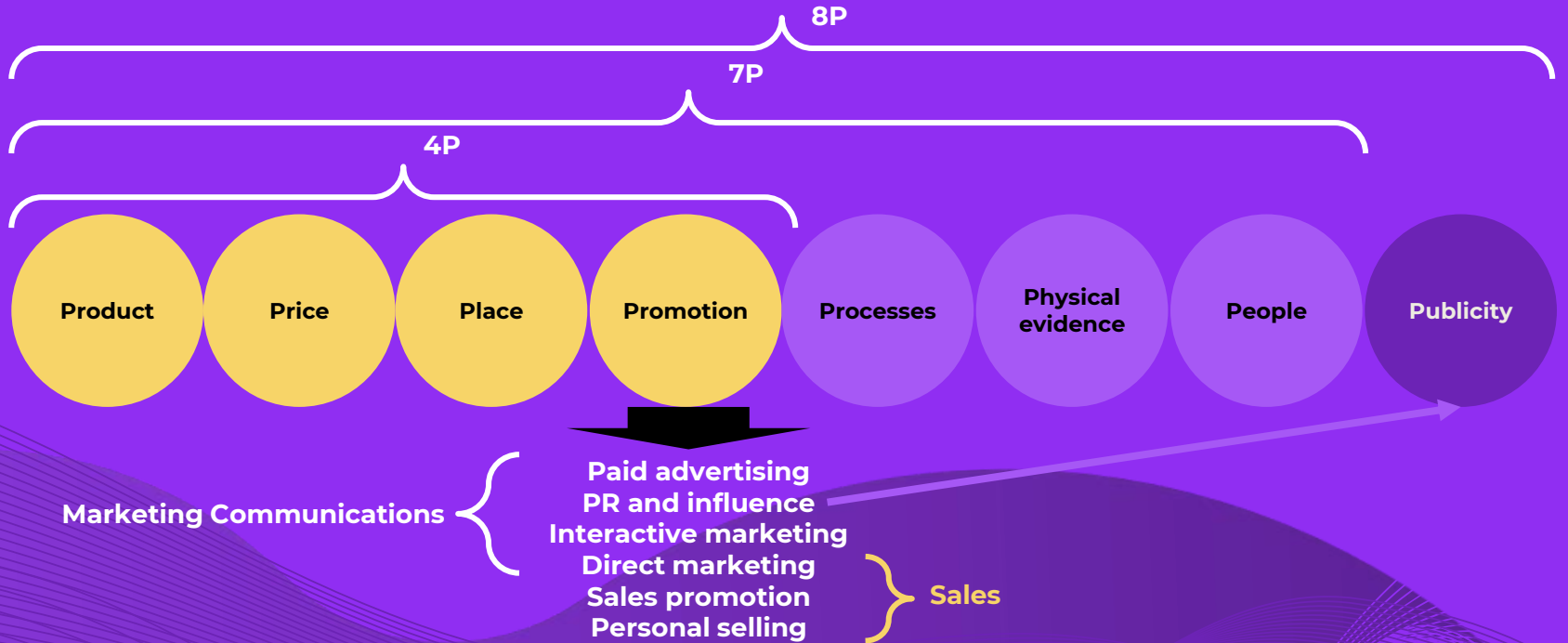
Members

Volunteers

**Target
groups**

Beneficiaries

MARKETING MIX (classic)



MARKETING MIX (classic)

Product: content, quality, variations, brand, availability, warranty

Price: positioning, price list, discounts, payment methods, free elements

Place: offices, sales points, customer service, meeting places, digital meetings

Promotion: communication, PR, and sales

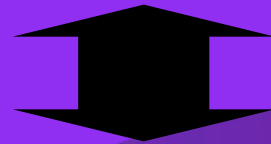
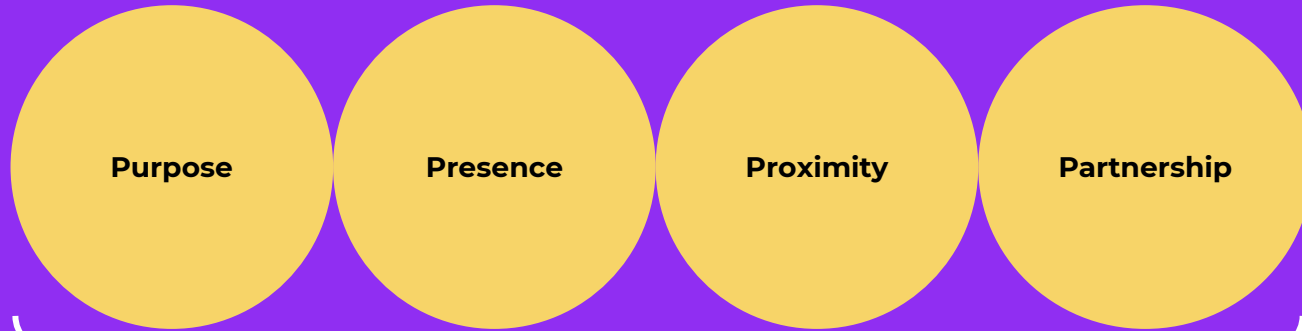
Processes: customer journey, IT support, internal processes, research and development

Physical evidence: packaging, brand experience, certificates, printed materials, promotional items

People: staff and volunteers who interact with "external" target groups and stakeholders, organizational culture, skills development, "employer branding"

Publicity: PR and influence in certain sectors, such as sports

MARKETING MIX (alternative)



**“Willingness-to-donate”
(WTD, viljan att donera)**

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THANK YOU!

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