

Strategy for Non-Profit Development of Brand Identification Organisation (NGO'S)

Anita Anil Chouhan¹ and Prof. Surekha Gaikwad²

Student, SY BCOM¹ and Research Guide²

MIT Arts, Commerce and Science College, Alandi (D), Pune, India

Abstract: *This paper examines the impact of marketing strategy on a business's profitability. It considers parameters such as product, price, place, and promotions, as well as demographic variables like economic background, education, and emotional background. The paper also encourages the adoption of new marketing strategies to increase market share. International abstracts of research in marketing. This paper describes how marketing efforts in the offline environment affect a viewer's motivation to visit a company's website. It also explains how the consumer's experience on the website affects brand preference and purchase intention in the offline environment..*

Keywords: Impact of Marketing Strategy

I. INTRODUCTION

In developing a brand identification strategy for a non-profit organization, it is essential to create a distinct and memorable identity that resonates with its mission, values, and target audience. Unlike for-profit entities, non-profits rely heavily on emotional connection, trust, and transparency to build relationships with donors, volunteers, and beneficiaries. The introduction to this strategy must emphasize the importance of clear messaging, consistency, and alignment with the organization's social goals to cultivate brand loyalty.

The process begins with defining the organization's core purpose, establishing its unique value proposition, and identifying key stakeholders. Building a cohesive brand identity involves creating a logo, tagline, and visual elements that reflect the non-profit's ethos. Additionally, storytelling plays a pivotal role in conveying the organization's impact and fostering a deep connection with its supporters. By developing a strong, recognizable brand, non-profits can increase their visibility, enhance credibility, and ultimately attract more resources to further their cause.

Objectives

1. To understand the importance of making brand of ngo's.
2. To identify the brand making strategy.
3. To create model to make a ngo's as a brand.

II. METHODOLOGY

Secondary data

Brand

Non-Governmental Organizations (NGOs) provide numerous benefits to society through their specialized work in various areas, including humanitarian aid, environmental protection, education, and healthcare. Some of the key benefits of NGOs are:

1. Social Welfare and Development NGOs often focus on improving the quality of life for marginalized or underserved populations. They work to reduce poverty, provide education, healthcare, and shelter, and ensure access to basic human rights.
2. Advocacy and Awareness NGOs play a critical role in advocating for policy changes and raising awareness about social, environmental, and political issues. By engaging in advocacy, they bring attention to important causes that may otherwise be overlooked by governments or corporations.

3. **Humanitarian Assistance** In times of natural disasters, conflicts, or crises, NGOs provide immediate relief such as food, shelter, medical care, and psychological support. They are often more agile than government agencies in delivering aid quickly and efficiently.
4. **Environmental Protection** Environmental NGOs focus on conservation efforts, promoting sustainable practices, and advocating for policies that mitigate climate change. They raise awareness about critical environmental issues and work towards long-term sustainability goals.
5. **Support for Vulnerable Groups** NGOs often serve vulnerable and marginalized groups, such as refugees, women, children, and people with disabilities. They offer specialized programs that promote inclusivity, equity, and the empowerment of these groups.
6. **Capacity Building and Community Empowerment** Many NGOs focus on capacity building by offering training, education, and resources to empower communities to become self-sufficient. This helps create long-lasting social change by equipping individuals with the skills they need to improve their livelihoods.
7. **Promoting Good Governance** NGOs help foster transparency, accountability, and good governance by holding governments and corporations accountable for their actions. They often monitor elections, provide platforms for civil society engagement, and encourage democratic participation.
8. **Collaboration with Governments** NGOs often complement government efforts, especially in areas where government resources may be limited. They collaborate with public agencies to implement programs and initiatives that address the needs of the community effectively.
9. **Innovation and Flexibility** NGOs are often able to experiment with new approaches to problem-solving, introducing innovative solutions that might not be feasible for larger, more bureaucratic organizations. Their flexibility allows them to adapt quickly to changing conditions on the ground.
10. **Volunteerism and Civic Engagement** NGOs provide opportunities for individuals to volunteer and engage in civic activities. This helps foster a sense of community and promotes active citizenship, encouraging people to contribute to the welfare of society.

By working in diverse sectors, NGOs significantly contribute to social progress, human development, and environmental sustainability.

Importance

The importance of Non-Governmental Organizations (NGOs) lies in their unique ability to address social, economic, and environmental challenges. NGOs operate independently of government and corporate structures, allowing them to focus on causes that require attention and advocacy. Below are the key reasons for the importance of NGOs :-

1. Humanitarian Aid and Relief

NGOs are often the first responders during humanitarian crises such as natural disasters, conflicts, and epidemics. They provide essential services like food, shelter, medical care, and psychological support to people affected by emergencies. Their ability to mobilize quickly helps save lives and reduce suffering in vulnerable communities.

2. Advocacy for Human Rights

Many NGOs work to protect and promote human rights. They raise awareness of abuses, advocate for the rights of marginalized groups, and pressure governments to adhere to international human rights standards. This advocacy ensures that issues like gender equality, freedom of expression, and access to justice are prioritized.

3. Filling Gaps in Government Services

NGOs often step in where government services are lacking or inadequate, particularly in developing countries. They provide essential services in education, healthcare, and social welfare, helping to improve the quality of life for underserved populations. By addressing these gaps, NGOs contribute to overall social development.

4. Promoting Environmental Sustainability Environmental

NGOs play a crucial role in protecting ecosystems, promoting sustainable practices, and combating climate change. They advocate for environmental protection policies, raise awareness about sustainability issues, and work to conserve biodiversity. NGOs are key players in global environmental efforts and conservation initiatives.

5. Influencing Policy and Governance

NGOs often influence public policy and governance through advocacy, research, and lobbying. They bring important issues to the attention of policymakers and contribute to the development of laws and regulations that promote social justice, environmental protection, and human rights. NGOs also hold governments accountable for their actions.

6. Empowering Marginalized Communities

NGOs work to empower marginalized and disadvantaged groups such as women, children, indigenous peoples, and refugees. They provide education, skill training, and resources to these communities, enabling them to participate fully in society and improve their socio-economic status. This empowerment leads to greater social equity.

7. Promoting Economic Development

NGOs contribute to economic development by providing microfinance, vocational training, and entrepreneurship opportunities to low-income communities. This helps people create sustainable livelihoods, reduces poverty, and promotes financial independence in underdeveloped regions

8. Raising Public Awareness

NGOs play a key role in educating the public about critical social, environmental, and health issues. They organize campaigns, produce reports, and use the media to raise awareness on topics like climate change, poverty, and human rights. This public education helps to inspire action and bring about social change.

9. Encouraging Volunteerism and Civic Participation

NGOs provide platforms for individuals to engage in volunteerism and community service. This promotes active citizenship, encourages people to take part in social change efforts, and fosters a sense of civic responsibility. NGOs help build stronger, more engaged communities by encouraging public participation.

10. Monitoring and Accountability

NGOs often act as watchdogs, monitoring the actions of governments and corporations to ensure accountability and transparency. They investigate corruption, expose unethical practices, and push for legal and regulatory reforms that promote good governance and corporate responsibility.

In summary, NGOs are essential for fostering social justice, addressing humanitarian needs, protecting the environment, and promoting development. They play a critical role in building a more equitable and sustainable world by focusing on the needs of underserved populations and advocating for systemic change.

Benefits

NGOs (Non-Governmental Organizations) provide a wide range of benefits to society, addressing critical issues and contributing to social, economic, and environmental development. Here are the key benefits of NGOs:

1. Filling Service Gaps

NGOs often fill service gaps left by governments, particularly in developing regions or areas affected by conflict or disaster. They provide essential services like healthcare, education, and disaster relief where government resources may be lacking or insufficient

2. Promoting Social Change

NGOs advocate for social change by raising awareness of issues such as inequality, human rights, and environmental protection. They push for policy reforms, societal transformation, and justice for marginalized and disadvantaged

5 Star Hotel

A 5- Star hotel is luxury property that offers on unparalleled level of service. comfort amenities the features provided by 5- star hotel.

Complete control over room temperature

Upgraded coffeemaker

Around the clock room service

Personal butler or designated concierge.

Strategies of 5 star hotels

- Virtual tours
- Maintaining a high rating on review sites
- Unique history and branding
- Online reputation management.
- Vip quest research.

Mutual funds

A mutual fund is a company that pools money from many investor and invests the money in securities such as stock bond and short term debt.

The combined holding of the mutual fund are known as its portfolio.

Understand your risk appetite

Keep your age in mind

Know your investment objective

Go to SIP way

Earning better returns from mutual funds investment.

Symbiosis international university

Symbiosis international university has been rank amongst top 50 universities in india by national institutes ranking framework {NIRf} government of india. The university has been ranked amongst the top 250 universities in asia and top 109 in BRICS by as world university ranking survey.

Strategies

- MBA in marketing
- Bloomberg lab
- Brand extension
- Integrated marketing communication.

Aditya Birla

At 24 Aditya birla began establishing business abroad in 1969 he founded 19 companies in Thailand, Malaysia, Indonesia, Philippines, Egypt. under his leadership the group diversified into multiable sector such as metals, cement, textiles, telecom. the Aditya birla group was formed in 1870 and is now present in over \$.35 billion.

- Innovation
- Sustainability
- Employee training
- Customer focus

Smart software service

Smart software service thinks outside the square to bring you the latest in web application and customised software design and development using the latest technology suites at the forest of innovation.

- Strategy
- Strategy designing
- App development
- Branding
- Web hosting
- SEO
- Digital marketing

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