Marketing a Non-Profit Organization

Directions: Students will work in small groups to conduct research on a non-profit organization of their choice. Students will prepare a PPT presentation that summarizes their research. Each group must have their choice of non-profit organization approved by the teacher. Class presentation will be delivered the following class block.

Research and Presentation Must Include the Following:

1. **Introduction of Group (5 points)**
2. **Agenda (5 points)**
3. **Overview and Brief History of Non-Profit Organization (10 points)**

(Name; Purpose and Mission; When Founded; Where it Operates)

1. **Total Funds Raised over the Past Year; How Funds were Raised and How Funds Were Used (5 points)**
2. **Competition for this Non-Profit and its Impact (10 points)**
3. **How the Organization Markets Itself (10 points)**

(Examples of Marketing and Promotion Campaigns, Social Media, Advertising, Press Releases and Public Relations)

1. **Summary and Conclusion (5 points)**