

Enhancing the Impact of Marketing for Development Sector:

A Pilot Marketing Program to support Fundraising/partnerships and projects

Concept Note

I. Contact Information

Applicable for	All Non profit organizations
Prepared by	CEO ITRC
Contact	http://www.itrcp.com/
Organization Name	IT Resource Center (ITRC)
Organization address	Office # 10 Abbass Center Fazal-haq Road Blue Area Islamabad Pakistan.
Organization website	http://www.seoservicespakistan.net/
Organization type	IT Consultancy Company Online Marketing Company
Telephone/ Fax	+92-300-5130786
Organization description and date established	(ITRC) IT Resource Center, IT Company registered with IT Ministry (PSEB). We are providing IT Consultancy services to all small medium and corporate level businesses to grow and work efficiently with the Help of IT and ICT tools and services.

II. Project Details

Title of Proposal	Online/Internet Marketing for fund generation
Project Duration using Grant Funds (in 4 months)	Ongoing
Countries of Implementation	Global

III. Project Questions

PROBLEM DEFINITION: There are 100's of thousands non-profit organizations working globally. Therefore, it is quite difficult to attract and retain donor community in such a competitive environment. It becomes even more difficult when the brand name of the organization is not well known. Because majority of the individual and institutional donors prefer to donate their funds to organizations well known to them as well as credible in their eyes. Unfortunately projection, promotion and marketing which are the basic components of brand imaging of your organization are very expenses in these days if we use traditional ways. Therefore, for nonprofit organizations having scarcity of resources, it is not possible to spend a handsome amount for promotion and brand imaging.

INNOVATION: The solution to the above mentioned problem can easily be sorted out through e-marketing with innovative techniques. Online fund raising is an easy and effective process particularly when in comparison to the traditional forms of fundraising. This is really a new trend which has actually grown by more than 30% each year. Many people enjoy fundraising online because its very easy and simple compared to other methods.

OBJECTIVE: To raise funds globally through e marketing for the organization.

PROJECT IMPLEMENTATION: The proposed idea will be implemented through the following steps:

1. **Organization Website:** The first step would be to update the Organization website with good contents because website will play an integral part in e-marketing. For this either organization itself will take the responsibility to keep its website attractive, according to [\(ITRCP\)](#) our marketing strategy, with fresh and updated contents and a good reflection of quality work OR we (ITRCP) will own the responsibility to keep organization website alive in close coordination of organization respective staff/section. In the situation the responsibility is given to ITRC, the organization staff/relevant section will be responsible to provide all the necessary information and contents in timely manners to ITRCP for the website. No contents will be uploaded on the website without the approval of concerned authorities of Organization.
2. **Fundraising through e marketing:** New and innovative techniques will be applied for e-marketing of the organization. The name of Organization will be introduced as a credible organization among the donor community across the world because lots of people find websites much easier to interact with. Whenever they will read about the organization and interested to donate funds they have just to press a button. Its simpler than filling out the paperwork that is related to normal/traditional fundraising techniques. In addition there are those who may be more prone to give funds whenever they completely understand more information about the project.
[Online fundraising](#) also has the huge good thing about having the ability to tap into social networking accounts like Facebook and Twitter. This one thing is a huge advantage since many people as well as their friends will see the fundraising project and have enable you to give more money to it. Traditional fundraising does not have this advantage and won't be as effective.

Fundraising online is tried and tested and is effectively [raise money online](#) whether big or small. It don't need massive marketing budgets and millions of fans or followers to reach the organizational fundraising goals. One just need the right tools/company that enable social fundraising online to accept donations via multiple social networks, websites, blogs, and allow organizations to engage,

retain, and grow their donor base, while motivating and empowering each one of their donors to become active fundraisers on behalf of the organization.

Example

Below the quote is from a research report about online fundraising in USA in year 2007

“Fundraising on-line is an increasingly important vehicle for organizations to use as part of a total development strategy. Ted Hart of TedHart.com and a founder of the e-Philanthropy Foundation recently estimated on-line giving of \$10.4 billion in 2007. This is about 4 percent of total household or individual giving, based on *Giving USA's* estimates for 2007.”

EXPECTED RESULTS: The following results are expected from the project:

- (a) The brand image of the organization will be projected globally to introduce it among the philanthropists and donors.
- (b) Funds will be generated through Organic Google ranking and social marketing to improve the scope and quality of work of Organization.

SUSTAINABILITY: The organization will once built its image among the donor community then it will be quite easy for Organization to retain the donor community without any external help.

Proposed Budget

There are two options ITRC is offering

1. Organization will bear the cost of e-marketing initially till six months to develop the base of website and social media network, and then Organization need to pay ongoing monthly cost to ITRC which will be negotiable.
2. No budget is involved for this Option. However, a partnership will be signed to share a small %age (4 to 8%) of the funds generated through e-marketing. It could also be negotiable once the organization succeeded in getting huge funds.