

# MISSION BASED MARKETING FOR NON-PROFIT ORGANIZATIONS

## What is Mission-based Marketing?

Mission-based marketing involves putting together (then adhering to) an accurate mission statement that conveys the mission and purpose of your organization, with the focus on the customer, not the organization.

## Who are our customers?

Your customers are all those involved in achieving your mission, including all the groups listed in this table. Each of these groups has different wants or reasons for supporting your organization.

Who They Are	What They Want
<b>Clients, Patients</b>	-the highest quality service available at the lowest cost
<b>Donors</b>  (foundations, gov't agencies, private firms, individuals)	-recognition for supporting your organization -assurance that the money they donate isn't wasted (that it's managed efficiently) -assurance that their choice of your organization is the best choice they can make
<b>Volunteers</b>	-recognition for the time they spend volunteering -responsibility in accordance with their education and experience -satisfaction that they are accomplishing something worthwhile -assurance that they have made the best choice of where to volunteer their time
<b>Board Members</b>	-recognition for the time spent doing board work -satisfaction that they're managing well and achieving the organization's goals -assurance that they've made the best choice of where to volunteer their time
<b>Staff</b>	-assurance that they're being paid in line with like positions in other non-profits -satisfaction that they're accomplishing something for the community -pride that they are supplying the best possible service to their clients

## **How do we go about satisfying all these different groups?**

To satisfy all of the wants of these groups, you need to analyze your mission statement carefully from the viewpoint of each one. To do this, **you have to know what your customers want.**

How do we go about getting that information?

One way to accomplish this is to survey your customers to find out exactly what they want. Here are some DO's and Don'ts to keep in mind as you set out to gather these vital facts:

- DO determine what you want to know. Don't waste your time or your customer by fishing around with no particular goal in mind.
- DO decide who is best equipped to give you the information you want. Target your questions to specific groups. For example, don't ask volunteers questions that only clients can knowledgeably respond to.
- If you're planning to ask the same question of many individuals, DO make sure the question is understandable and specific. When determining what to ask, try the question on four or five people to see if their answers tell you what you want to know.
- DO determine *how* and *when* it's best to ask the questions of your customers. Should you use e-mail? Phone calls? Meetings? Often, this depends on how many people have to be asked. If you can get all members of one group together in a meeting or luncheon, you may be able to get answers to your questions and obtain additional input as well.
- DON'T ask too many questions. Be sensitive to your customer, and don't take more of his or her time than you really need. If it looks like you'll be pressed for time (or your respondent is getting impatient) get your most important questions out of the way quickly, then stop.
- DON'T give your respondents too many responses to choose from. It just makes it harder for them to make a decision. Asking a respondent for a reply on a scale of 1 to 10 probably won't give you any better information than the same answer on a scale of 1 to 5.
- DON'T assume that the answers to your questions will be the same every time you ask them. You should sample your customer's feelings and opinions continually on an informal basis, and conduct formal sampling at least once a year before your annual strategic planning session.
- Since you will have to ask these questions periodically; DO take the opportunity to learn from your mistakes. Using your experience, improve your questions until they give you just what you want to know.

**How often should we to gather this info, and who's responsible for doing so?**

The Board of Directors' annual strategic planning session should always start with defining and updating the mission statement and goals. Since the most important aspect of the review should be whether your mission statement applies to all of your customers, the Board and its representatives should have been gathering this information all year long, at least on an informal basis. If that is not possible, it should be gathered at least once a year before the start of your strategic planning.

**How can SCORE help?**

The SCORE chapter is available to counsel the Boards of non-profits with regard to creating accurate, customer-oriented mission statements.