

CREATING NGO SUSTAINABILITY: GETTING THE STRATEGY AND IMPLEMENTATION RIGHT



HOW DOES AN NGO BECOME SUSTAINABLE?

- **A social enterprise attached to the non-profit/charity where revenue generated from products and/or services they sell are channelled into carrying out the organization's mission(s)**
- **Donations: grants; sponsorships; by interested individuals, institutions, and firms on a value creation and effective & adaptive consistent / recurrent basis. It requires a good strategic planning, implementation.**

WHY HAS IT BEEN A CHALLENGE?

The challenge of most non-profits is that they focus entirely on carrying out their mission with little innovation and research, but do very little in being transparent, fostering donor relations through appropriate communications and promoting their good work(marketing). They do not develop a “Value Proposition”, a “Niche” with a clear action-plan on sustainability and solutions that bring real IMPACT.

Among organizations that invest in Marketing/Promoting what they do, they often jump in it without developing a concrete strategy.

Golden Rule: Strategy first,

Implementation second!



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7 Steps Guide to Sustainability



How to develop your growth **Strategy and **Plan**; use **Relationship Management** and **Social Media** to remain **Sustainable**, and **Grow Exponentially**.**

STEP 1- Developing Strategy

Develop a full featured strategy on integrating your mission and promotion (marketing) of such mission.

STEP 2- Building and Facilitating Community

Build and engage an active community that would become advocates and grassroots fund raisers for your organization.

STEP 3- Social Media Positioning

Position your social media efforts for maximum traffic generation and converting traffic to become supporters.

STEP 4- Fundraising, Advocacy and Pledges Campaigns

Set up and carry out fundraising campaigns and advocacy; pledge programs for future giving.

Integrate your fundraising with the SLF crowd funding platform.

STEP 5- Online-Offline Marketing/Promotion Integration

Integrate traditional promotional materials with your online & social media efforts; and strategic offline promotion. (Influencers inclusive)

STEP 6- Social Enterprise Infusion

Create a product/service that would generate revenue for your non-profit/charity while adding value to its users.

STEP 7- Developing Partnerships and Sponsorship

Acquire sponsorship from large organizations and develop partnerships with other institutions.