

# Strategic marketing for nonprofit organization essay example

[Health & Medicine](#), [Obesity](#)



## **The institutional affiliation**

Good mission statement not only gives an idea of what a nonprofit organization does and what goals it aims to achieve but is a tool which makes it stand out among other similar projects. Moreover, it is crucial to have a good mission statement in order to make people remember and recognize the nonprofit.

Let's take a closer look at the Doctors without Borders (Medecins Sans Frontieres) which belongs to America's top 100 nonprofits, in particular, its mission statement: Doctors without Borders (Medecins Sans Frontieres) works in nearly 70 countries providing medical aid to those most in need regardless of their race, religion, or political affiliation. It is an example of a very good mission statement since it contains the cause, the action and the impact of the company's activity. The statement is only 21 word long which makes it easy to perceive and communicate further, it is clear, emotional and convincing. The only recommendation for improvement is to make the statement even shorter. This way it will be just perfect and brilliant.

Nevertheless, this particular mission largely helps Doctors without Borders achieve their marketing objectives because it explains why the movement exists and helps to involve volunteers and raise funds. The statement accents attention on the fact that the nonprofit works worldwide and helps every single person in need. These factors definitely persuade indifferent people all over the world to participate in providing medical aid and spread generosity and kindness.

This year September was announced as National Childhood Obesity Awareness Month. The main goal set by the U. S. Department of Health and

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Human services is to encourage children develop healthy eating habits and stay healthy. Let's evaluate the program based on the six steps for the campaign planning. The steps are: listening, planning, pretesting, implementing, monitoring and revising. Prior to launching the program, the Department analyzed statistics including childhood obesity rate in America, health problems caused, etc. Program and resources were planned in details and implemented with a help of agencies including the President's Council on Fitness, the Centers for Disease Control and Prevention and other public-private partnerships which help to involve children in schools across the whole country. The program also gives children opportunity to participate in physical activities and eat healthy products delivered to schools. The process was monitored and since not only children but schools teachers and community leaders, administrators and health care providers participate in it, the U. S. Department of Health and Human services collected some useful feedback and results which will help to work and achieve positive changes in fighting the problem in the future.