

# Essay on non profit campaign

Literature, Russian Literature



## **Non profit campaign**

Campaigns are usually the foundation of any successful event so it must be well plan and organized to achieve the targeted objectives. In this case, our objective is to build a good relationship with the community so that they accept the services and products of the new institution/college. Since this is a large architectural and engineering firm with a good public opinion, we collaborated with SurfAid International because this nonprofit organization has the power and the need to help promote local community developments.

The initial program was a bit tricky because we had to coordinate the program between the two organizations and set up a basic and common objective. The theme of the campaign was “ Education to empower the community”. Langton private college should be college of choice to the Grantsville community since it’s’ education system is more of research and practical oriented unlike the other colleges that are theory oriented. The initiative was welcomed by the SurfAid International and since their mission was to promote community based developments, they were more than willing to cooperate with us. The strategy was that before we commence on our construction work the community should be aware of everything taking place and in fact should prepare their children to join the institution as soon as the project is completed.

In business, one has to maximize profits and minimize cost. So our main goal was to reach to the community and explain to them what Langton College offers and the benefits it will bring to the locals. Market research analysis was necessary during this stage of development so as to ensure that our

campaigns cover a wide area within a very short time so as to reduce expenses. The main reason for this goal was because we actually needed man power to assist in the construction process and this could benefit the community economically since it will offer them employment before and after completion of the project (Lake, 2009).

Education is a key to development and democracy. This led as to the second goal, which was to ensure a large number of people, were educated in the society so as to realize their potential in a largely congested community like the one they were living in. They needed education seriously so as to get enlighten and reduce cases of crimes, Langton College being located at the center of this highly populated community was the only source of light hence it should be developed so as to gather for all their needs residential hall being one of them. SurfAid International was to go deeper into every detail of the education sector helping the students to choose wisely on the careers and guide them to successful utilization of available resources. The nonprofit organization believes that people are empowered by harnessing what they know to build their capabilities and this is achieved through education and constant partnership with the locals (Purba, 2010).

Langton College has a collective responsibility of ensuring quality education, therefore the need to strengthen its infrastructural facilities and keep to the pace of the improved technological advances in all fields. It was our aim to ensure that this objective of the college was retained and by all means, our campaigns should include all the facts and strengths of the institution as a private college, which needed first class facilities so that it can compete effectively and attract more students as compared to the other public

colleges at affordable rates. Change is always inevitable in every community and therefore the organization will ensure that the potentials of this community are exploited and tamed correctly so as to develop sustainable solutions to the existing problems (Purba, 2010). Since the firm's mission is to provide quality architectural designs, the motive of the campaign was not only for the benefit of the Langton College but also to market ourselves and wins other contracts from other people who will be interested in our services. ABC Company is always committed to excellent and the plan should portray a good picture of what we offer to the market.

The other goal of the campaign is the need to encourage students to take up the initiatives and joint the engineering courses since the department is lagging behind due to lack of qualified personnel. SurfAid International for instance is sponsoring students who take engineering course and ABC firm was ready to employ them once they complete their studies. So there was actually, need to educate students as well as the parents on the benefits associated to education Langton College was offering.

SurfaAid International deals with all groups of people in the community by helping them to be independent. They assist the orphans to get basic human wants, the youth to be self reliant, and the old to be caring and adaptive to new technology and ensure equitability and togetherness in the society. This will improve the general and uniform development where each is mindful of the other. The organization also strongly believe that success of any community project requires full participation of the members and decision making should be left to them so as to develop sustainability. The ABC firm on the other hand will keep up to date designs that are acceptable and work

towards implementation of all the structural facilities for the betterment of the community so as to build a good image and win more contracts in future since the firm is business oriented (Lake 2009).

Apart from transforming social structure, the College will also provide social amenities and recreational facilities that will enhance physical fitness to the public. These include facilities such as swimming pool, playing ground, and gym. This messages will be emphasized in our campaigns and let people free to express their feeling about the college before we commence on the actual construction and employ many people from the Grantsville community to earn a living and also during the process they will still pass the good information about the college and ABC firm since before you achieve your objective constant and continued campaigns are necessary and should also include regular adverts in the media since winning the trust of the people is not a one person's effort but a combination of every share holder and using the available resources to lure the neighboring communities to join the college (lake, 2009).

## **References:**

- Lake, L. (2009). How to Create a Successful Affiliate Marketing Program. US: Larsen design office, Inc.
- Purba, P. (2010). Community development philosophy. New Delhi: Oxford university press.