

Exploring business purpose flashcard



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Organisations are continuously attempting to incorporate the advantages of employing new media into their marketing campaigns to enhance their brand, which inevitably creates a stronger consumer base.

With such aggressive marketing being carried out in the profit sector of the business world, the non-profit organisations are being left behind. To meet up with such demands, these charitable organisations need to latch on to the hype of new media, if any success of attaining consumers/supporters is to be made. Although the understanding of new media still extends little further than the internet, the term actually covers a wide range of new developments, including WAP, interactive television, kiosks and bluetooth technologies ([www. cim. co. uk](http://www.cim.co.uk)).

The new media has presented increased opportunities for charities in allowing them to target the youth market (18-21 year olds). With the existing generation of volunteers, campaigners and donators ageing the need to attract the youth market is becoming imperative. This report will investigate in detail how the non-profit organisation Oxfam is making use of new media as part of their marketing strategies and will evaluate its effectiveness in targeting the youth market. Furthermore, Comic Relief and Christian Aid will also be briefly touched upon in order to assess how they're using new media in comparison to Oxfam's marketing strategies.

The Oxford Committee for Famine Relief (OXFAM) was set up in 1942 as a result of the problems created by the Nazi occupation of Greece, in which relief was sent to those that needed it most ([http://www. oxfam. co. uk/about_us/history/index. htm](http://www.oxfam.co.uk/about_us/history/index.htm)).

Its company objective and philosophy is to be a development, relief, fundraising and campaigning organisation dedicated to finding lasting solutions to suffering and poverty around the world (Harris, 2003 – Lecture 11). Oxfam operates in more than 80 countries and employs 3, 500 staff around the UK with 23, 000 volunteers working in over 830 shops Oxfam shops. It has today, over 750, 000 donators making it one of the largest and most well known charities in the UK (Palmer, 2004). One of Oxfam’s goals, which will also be assessed in terms of how Oxfam achieve this is in this report, is: “ To inspire and involve young people so that they feel empowered, included in Oxfam’s fight against poverty and want to do more in terms of volunteering, campaigning and in the longer term fundraising. ” Comic Relief, was first founded in 1985, in Safawa, Sudan, in response to the Famine in Ethiopia. It inherited its name as it uses comedy and laughter to get serious messages across.

The charity is dedicated to help end poverty and social injustice in the UK and the poorest countries in the world. The charity tries to achieve this by informing, educating and raising awareness of key issues such as unfair terms of trade and debt relief, which are some of the root causes of poverty. Comic Relief’s support in Africa has helped to teach women to read, educate people about HIV and AIDS, immunise children, and enable people to rebuild their communities after conflict. Comic Relief’s funds in the UK have helped to enable women, disabled and older people to challenge prejudice, discrimination and domestic violence (www.

comicroelief. com). The charity raises money from the general public by actively involving them in fun and innovative projects and events, such as <https://assignbuster.com/exploring-business-purpose-flashcard/>

Red Nose Days. Since 1985, the charity has raised over i?? 220 million through its Red Nose Days (www. comicrelief.

com). Christian Aid began life in 1945, responding to the need of refugees and churches in Europe, in the aftermath of the Second World War. Since its inception, Christian Aid has worked on long term development projects where the need is greatest, working with people and communities regardless of race or creed. Today, working in over 60 of the world's poorest countries, Christian Aid believes in strengthening people to find their own solutions to the problems they face (www. christianaid. co.

uk). Christian Aid strives for a new world, transformed by an end to poverty, and campaigns to change the rules that keep people poor by challenging the systems and processes that work against the interests of those who are poor or marginalised . The Internet has given charities a low cost global platform for high quality communication, information provision and donation, 24 hours a day and 365 days a year. With over 40 million personal and corporate Web users in practically every country in the world, and growing rapidly, charities are able to achieve a global impact from wherever they located.

As a result, the leading charities such as Oxfam, Comic Relief and Christian Aid have all attempted to exploit the opportunities presented by the Internet. One of the benefits seized by all three charities has been the ability to raise donations via the Internet, which according to a Guardian Newspaper report has outstripped telephone donations.