

# Wateraid: an international non governmental organization



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## **Introduction:**

WaterAid is an international non-governmental organization. It aims to provide access to safe water, hygiene and sanitation to the deprived people in the globe. The figure of deprived people without safe water in the world is around 884 million, while the number without proper sanitation comes around 2.5 billion. Both these figures are respectively one eighth & two fifth of world population. 4000 children die every day due to poor water & sanitation; the children without toilets have double chances to catch Diarrhea than the children having toilets at their home. WaterAid is UK's most leading charitable organization working on the water, hygiene and sanitation problem. It was started in 1981 & headquartered at London. It is running its operations in more than 26 countries in the world with associate organizations. By now it has helped 9 million people in the world (WaterAid, 2011).

WaterAid needs money to run its operations. Last year in 2009/10, WaterAid collected an amount of 45.6 billion pounds through donations, which was an increase of 4 percent over the previous year. Each month around 2 lac people gives donation to WaterAid (WaterAid, 2011).

In this report, a marketing communication plan using SOSTAC has been proposed for the coming year to increase awareness and increase revenues through aids and fundraising. WaterAid's current market segmentation, positioning and performance have been reviewed in section 2.1 through situation analysis. Section 2.2 summarizes the objectives for the coming year. In next two sections 2.3 and 2.4, strategies and tactics have been

proposed to achieve objectives. In last section, possible implementation and control plans have been proposed.

## **Communication Planning using SOSTAC:**

SOSTAC, devised by P R Smith, is a very strong tool to reach on a perfect marketing communication plan (Smith, 2010). The figure below shows the various stages in SOSTAC framework. C: UsersFamilyDesktopInternet-marketing-strategy. png

Figure – The SOSTAC Planning System

## **2. 1. Situational Analysis:**

### **PEST Analysis:**

In this part we will analyze the relevant Political, Economical, Social, and Technological implications on the marketing communication plan of WaterAid.

### **Political/Legal Implications:**

Charities also have to follow the advertising code of conduct for example these can't show any distressing, insulting, or damaging image in their advertisement; but these are given some flexibility in comparison of profitable organizations. From last year September 2010, The Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP) set down some new advertising codes of conduct (Mair, 2010). It suggests that charities can advertise through radio or television, compare them with other charities involved in similar activities and project them more efficient and effective. Children's involvement in promotions

must be justified and their inclination towards charitable calls must not be exploited. Advertisements asking for aids should clarify the cause that will be achieved by charity. It should not amplify the cause or advice anybody that if he doesn't give donation, he will thought to be failed in fulfilling his accountability towards the society (Mair, 2010).

### **Economic Implications:**

Last year, the amount of donations was declined by 11 percent due to recession; however, this year the figure has been increased (CAP, 2010).

WaterAid alone has got success by increasing the amount of donation by 4 percent (WaterAid, 2011).

New pricing models have been launched for internet advertising. For example, Pay per Click, in which advertising fee is paid in case of clicks; so there is no ambiguity like earlier. WaterAid should achieve efficient advertising exploiting such pricing model and increase its reach.

Genuine charities are bearing a loss of around 2 million pounds per year due the presence of bogus charities. WaterAid and other genuine charities should push government to take action against such bogus charities and should redirect that 2 pound million towards the genuine charitable organizations (ASA, 2009).

### **Social:**

People are heavily present on social networking sites; these websites provide advertisement space with distinct segmentation such as demographic segmentation. According to Keynote Report (2008), almost all the charities

involved in similar activities target same people. WaterAid can exploit the opportunity and reach the exact targeted market through these social networking sites.

CAF (2011) conducted a research; in which, 90 percent people responded that the charities should demonstrate themselves through their achievements. The respondents also told that in this downturn, charities should also change the way to commune people, make money, and use money. They responded that charities should use social networking sites and television channels instead of yellow pages; as these are low cost and more effective in current scenario.

### **Technological:**

UK households are increasingly using broadband connection; last year, the figure of UK households using broadband was around 63 percent of total (National Statistics, 2009). WaterAid can take advantage of this technological development and can present itself on cyber world through social networking websites, emails, blogging extra. Except this, WaterAid can get the advantage of mobile applications such as sms and mms. Presence of low cost media channels can help WaterAid to advertise.

### **Review of WaterAid's Current Communication Mix Performance**

Revenues of WaterAid are increasing continuously, which enable it to fulfill its commitment towards world's poorest communities. Last year in 2010, the funds were raised by 4% and the figure reached to 45 million pounds, despite economic downturn (WaterAid, 2011).

In 2010, WaterAid spent 75p of each pound on charitable objectives; due to the fact WaterAid could help more people. Operating cost of WaterAid is very less, but funds are spent to raise funds. If one pound is invested in any fundraising event, 4. 21 pound is raised out of it (WaterAid, 2011).

WaterAid is increasing awareness about its motives and achievements through different mode of communication. Various articles are published in different newspapers about charitable eavents organized by WaterAid such as World Water Day and World Toilet Day. It also uses social networking websites such as Facebook, Orkut, or Twitter to increase awareness.

Facebook has around 8000 members and the figure is continuously increasing. No of visitors visiting WaterAid's site confirms awareness about it and its mission, these are increasing day by day. WaterAid posts related videos on websites such youtube, which has 300000 members. It is also a partner of justgiving. com, which help WaterAid in raising funds (WaterAid, 2011).

## **Current Donor Profile**

### **Market Segmentation**

Markets are segmented in both macro and micro scale. At macro scale, the market is segmented into corporate partnership and other community groups, as WaterAid collaborates with these to get donations and get help in fulfilling social responsibilities. At micro scale, the market is segmented by regions, age groups and social groups etc. There are many other charities, which are different from WaterAid in nature and market, for example medical

charities, sports charities, educational charities, animal charities (PETA) and etc.

## **Target Markets**

Water Aid targets markets such as corporate partnership, religious groups and other community groups. Water Aid further targets young people from different cultures, different ages like the group from the age of 16 to 25 years, celebrity performance groups, other professional groups, and charitable foundations. It is sponsored by the companies and corporate organizations and some other groups which hold similar interests; these common interest groups may be community groups or educational groups.

## **Positioning**

There is no data available to understand how a donor perceives water aid, but it is a known fact that waterAids is ranked one of the top and most recognized charity brands in the UK. It confirms that where WaterAid stands today among all the charities. In November 2006, WaterAid was delighted to be voted Britain's Most Admired Charity by its peers in the voluntary (WaterAid, 2010)

WaterAid is known as a responsible charity, which works to eradicate water, hygiene and sanitation problems through practical solutions. If one contributes even a small amount towards tackling the water crisis, it is termed as ' life changing'. The hygiene and sanitation crisis is termed as ' disgraceful'. If one donates to waterAid, he or she is called ' giving water' and ' giving life'.

## **Competitors**

According to Keynote (2008), 169297 charitable organizations were registered in UK at 2007 end. The total income generated by these charitable organizations was around 44.55 million pounds. Most of the charitable organizations generated around 10000 pounds, only 0.4 percent generated income of 10 million pounds or more. However, this chunk alone comprises 50 percent of total income by charities.

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