

# Discussion on Marketing Strategy of Non-profit Organization

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**Abstract:** The development of social requirements for non-profit organizations to establish marketing strategy, the establishment of marketing strategy in the non-profit organizations should pay attention to deal with several issues.

**Keywords:** Non-profit; Organization; Social marketing orientation

## 1. Introduction

Non-profit organizations are organizations that provide service to the community for the purpose of making profit. As a third sector between government organizations and for-profit organizations, non-profit organizations play a huge role in promoting social development. With the development of market economy and the increase of the transparency of information integration, non profit organizations have adopted a series of management, financial and personnel strategy. In recent years, more and more non-profit organizations recognize the importance and necessity of implementing the marketing strategy.

## 2. The Significance of Research on Marketing Strategy of Non Profit Organization

The modern market economy has established a set of rules to operate according to the rules of the market economy, which can not be an exception to the government organization and the non profit organization. Government intervention in the economy more is to choose the use of economic levers of macroeconomic regulation and control policy, and in the tide of market economy in the non-profit organizations can no longer run in accordance with the past model. In the third Plenary Session of the 16th CPC Central Committee, the party put forward: to speed up the formation of norms of conduct, operation and coordination, fair and transparent, clean and efficient administrative system. To further adjust the settings of all levels of government agencies, rationalize the functions of the division of labor, to achieve the responsibilities of government agencies and legalization of preparation. At the same time, the Chinese government, the establishment of the social objectives of the reform, the implementation of the reform of government institutions for non profit organization's own development has brought greater space, also makes the non-profit organization to establish marketing strategy is becoming more and more urgent.

Research on marketing strategy of non profit organization is beneficial to the survival and development of non profit organizations. Past, under China's planned economy and administrative management system, nonprofit organizations and governmental organizations of property rights and subordinate relationship exist many unreasonable places, regardless of political affairs not only inhibited the activities of government organization, but also hindered the development of nonprofit organizations. Now from the perspective of reform, the focus of China's reform is turning from the economic field to the social field. Non profit organizations must first adapt social reform and development needs and to improve their level, in the field of social find its own piece of territory. Secondly, in the process of social management, many non profit organization from the establishment of the initial face competition and organization of the same kind, even with the for-profit enterprises competition, which requires a more non-profit organizations recognize the environment, for the organization in the social life, the environment establish appropriate positioning and effective strategies for public provides the best service. Only by establishing the marketing strategy, the non profit organization can get a good survival and development, and is in an invincible position in the social reform.

The establishment of marketing strategy for non profit organizations is beneficial to the reform of the government. Social reform is the organization and system adaptation to the small government, the big society. For a long time, China's government agencies in the bloated overlap, the responsibility is not clear, many people do not work, not responsible, lack of energy, knowledge and efficiency and other issues. To achieve the establishment of small government as the goal of reform, it is necessary to do politics endowment apart, separate the conduct of public affairs, separate function, tissue culture of social self management, improve self-discipline level of the society, most of the social affairs back to social organization management, as the third sector of society, a non-

profit organization is assumed more and more social functions. From this perspective, non-profit organization established marketing strategy, access to good development, for the public provide social services as much as possible and as wide as possible, of government administrative system reform has a immeasurable support and impetus. The government has put social affairs in the operation of non profit organizations, which can reduce the burden of heavy social affairs for a long time, focus on reform and provide better administrative services.

The development of non profit organizations bring about the harmonious development of the three major sectors. In the three fields of social life, as a non-profit organization of the third sector is the bridge and link of the government organization and the profit organization, it plays a very important role in the social life. Market mechanism is to the development of economy in modern society an indispensable basic adjustment mechanism, but it is profit driven, there are a lot of limitations, namely the problem of market failure, and the government is vertical hierarchical system, with a mandatory, the government also has limitations, namely the government failure problem. In the market and the government at the same time the failure of the occasion, non-profit organizations came into being. Non profit organizations can not only promote the development of economy, but also play a positive role in the effective operation of the government.

On the one hand, non profit organizations bear the government departments of some specific implementation, business functions and become an important carrier of the transformation of government functions; on the other hand, the non profit organization and effectively for the market economy provides the necessary service, also the socialization service provided the ability for government and enterprise operation provides a good background for development. Countries and markets operate more efficiently in the active non profit organizations. Therefore, non profit organizations establish marketing strategy, and government organizations and profit organizations in close cooperation, in the development of their own to create a good social services, is conducive to the harmonious development of the three major sectors.

### **3. The Main Problems Existing in the Marketing Awareness of Non Profit**

organizations in China Human social product sales have experienced a series of process, marketing is the product of the development of market economy to a certain stage. Non profit organization in China has developed rapidly with the continuous development of China's economic system reform, but there are still some major problems in the establishment of the marketing strategy of non profit organizations at this stage.

External system influence. The main problems of non-profit organizations in China, among which the most

serious regardless of political affairs. Due to institutional reasons, nonprofit organization of our country still exist considerable administrative problem, all kinds of non - unclear responsibility, right and interest of the demarcation between nonprofit organizations and government organizations, many non profit organizations directly affiliated under government departments, subject control and restrain it, and some nonprofit organization person in charge directly by government officials as, the leadership doped into many administrative way. At the same time, the state monopolized and direct control of the operation of non-profit organization is also serious, many non profit organization with strong official color, the business carried out not rely on the market but on the authority of the government departments. In addition, China's modern enterprise system is in the stage of exploration and reform, non profit organization operating mechanism exist serious problem of non efficiency, internal organization lack of interest incentive mechanism, competition mechanism, restriction mechanism, risk mechanism, low efficiency of management, information transparency is poor and social supervision. All of these have become a serious obstacle to the non-profit organizations to establish marketing strategy consciousness.

The influence of the idea of non profit organization. For a long time under the influence of the planned economic system, the non profit organizations in our country are accustomed to rely on the government departments to operate, rely on too heavy, and so on.

Changing market and social development capacity. In the deepening of enterprise's management system reform of our country, and the establishment of small government, social objectives of the reform mode, non-profit organizations to fully realize the principle of government function transformation and to separate the conduct of public affairs, aware of non-profit organizations must be independent from the government, rely on their own management and marketing to participate in the competition in international market, traditional, rely on, to have been as the Yellow Crane to return. Non profit organizations must be with the help of competition mechanism in the market, rely on the accurate positioning of the society, to determine the most suitable to their own development and the maximum to meet the need for public philosophy, the use of scientific management and technology, implementation has the most competitive marketing strategy and tactics, in order to adapt to the needs of the current social reform.

Reasons for social choice. In the traditional career management system society, due to the limitations of social and economic development, the society did not recognize and showed its increasingly wide range, the level is getting higher and higher, classification is more and more thin demand. As a result, the management and the development of non profit organization also did not make ex-

cessive demands. And with the improvement of social economy development and social civilization, the original potential social needs may show, and even the original is simply impossible demand will slowly surfaced, which correspondingly requires more more specification of non-profit organizations provide relevant perfect service to meet the needs of the public. Democracy is not just a simple voting process, but a series of social settings and the establishment and improvement of the process. The construction and perfection of non profit organization is one of the most important settings. And as a non-profit organization should fully recognize the social needs, there is a demand for supply, which is the first step in establishing marketing strategy.

#### **4. Non-profit Organizations to Establish Marketing Strategy to Deal with the Problem**

Popular marketing is defined as individuals and groups by creating products and value, and to exchange with others to obtain a desired social and management process. Marketing is an organizational function: it identifies customer needs and desires, determine the organization can provide best service to the target market and design appropriate products, services and programs to meet the market demand. But marketing is not alone a sales department or service provider can be reached or solved, exactly said it is the organization of a strategic concept, it requires not only between the various departments within an organization in order to common target market cooperation, also need to organization and its entire value transfer system of other organizations, to provide excellent products, service and value to the target customer, so that marketing is a kind of relates to the survival and development of the organization's strategic planning. With the profit of enterprise management and market development, non-profit organizations also gradually adopted the in corporate profits are widely used and confirmed good methods of management and control, marketing strategy is subsequently carried on the agenda of the non-profit organization. But because of non profit organizations own structural characteristics and organizational objectives, non-profit organizations to establish marketing strategy to solve some of the following issues:

ombined with its own characteristics, to understand the characteristics of non profit organization marketing. There are also differences between non-profit organizations have a normal, non government, non-profit, and dedication of the general characteristics, but every non-profit organizations were also has its organizational structure, financing operations, the type of service is not the same as the unique form, so the non profit organization's strategy. Every non-profit organization should carry out the most suitable marketing strategy according to its own characteristics, combined with the public demand

of the market. The difference of marketing object of non profit organization. Because most of the non profit organization should be self financing or part of the self financing, non profit organization marketing strategy generally has two aspects of marketing: on the one hand to in other parts of the government, enterprises and marketing, to raise more resources for operation; the other party is a general sense of marketing, namely society sponsors and the beneficiary to provide the most satisfactory service and value, and nonprofit organizations can also use marketing to properly handle and a variety of other non target of public relations. It is also the biggest difference between nonprofit organization marketing and corporate marketing.

Diversity of marketing objectives for non profit organizations. Although the non-profit organization is not the same as the pursuit of profit as the goal of maximum profit, but also to the organization and institutions to seek benefits through marketing, as much as possible to increase revenue. Of course, non profit organizations to increase income is not used as an organization's internal personnel income distribution, but as a re investment into the development and growth of the organization, which is the basis for the development of non profit organizations. But non profit organization's biggest characteristic lies in the non-profit and dedication, so the non profit organization marketing target more is to maximize to meet the needs of the target of public, maintain the target of public interests and made Fuk society. If the interests of the organization and the public's demand for the existence of inconsistent or deviation of the place, it should be as far as possible in order to focus on the needs of the public to implement marketing strategy. While non profit organization of marketing to achieve the guiding customer demand, sometimes because of the cognition level and their own interests, target of public demand may not be able to comply with the requirements of the progress of the whole society, which accordingly requirements non profit organization can focus on social responsibility, to social situation, guide and create the consistent goal of public and social development and progress of the overall requirements and provide service to make the target audience are satisfied. This is a big challenge for most non profit organizations.

The complexity of marketing activities of non profit organizations. The establishment of goals is not a difficult problem at many times, but the process of reaching the goal is full of hardships and difficulties. Non profit organization marketing activities also have a strong complex. Most of the non-profit organizations to provide services, and service standards are difficult to measure and grasp. Non profit organization services should not only be able to meet the requirements of the social indicators, but also more important to achieve their social benefits should be achieved. Secondly non profit organi-

zations in the process of providing services to and close contact with the government and enterprises and other organizations, mutual cooperation, and in the process, due to the interests of the government and enterprises to their starting point and the target process is not the same, collaborative process full of complexity and uncertainty.

## 5. Conclusions

If possible, non profit organizations may also obtain business profits through marketing. Finally, the concept of marketing development is very rapid, scientific management of progress by leaps and bounds, non profit organizations must constantly pay attention to domestic and international advanced theory of development and have the ability to bind itself to be used. Although the vast majority of management, marketing theory in the practice of enterprise organization, but also involved in non profit organization social competition should be good at mastering the latest knowledge to arm them-

selves, to improve the quality of the marketing, in order to adapt to the changing speed the progress of society and the public.

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