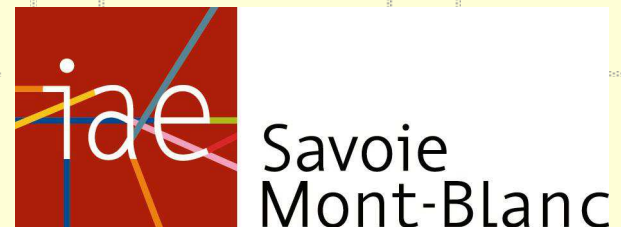



Optimization of advertising campaign

Bénédicte Serrate-Katowice,
March 2012






Structuring plan

- How to build a strategy anchored on identity of enterprise
 - What is the identity of enterprise ?
 - How to manage the identity
 - What is a Non Profit-Organization ?
 - To define different type of NPO
 - To build a strategy, to be acting
 - Importance of the project of the NPO
 - The values of NPO
 - The drift dangers
 - ...and how to avoid them
 - Importance of the communication for a NPO
- 

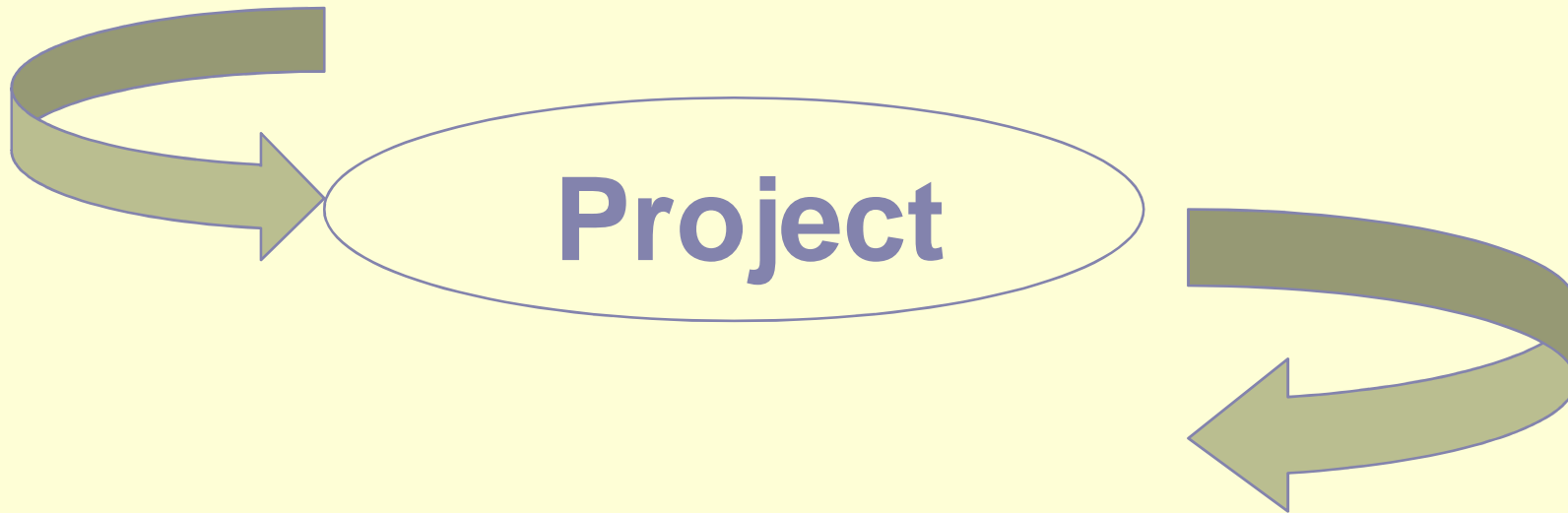


-1-Strategy / identity- culture of enterprise

- Strategy of communication
 - The strategy of communication has to be anchored on enterprise identity
 - The strategy of communication is linked with the project
 - The management is the art of mobilisation of all enterprise forces around the project
- 

Strategy

Strategy of communication...external

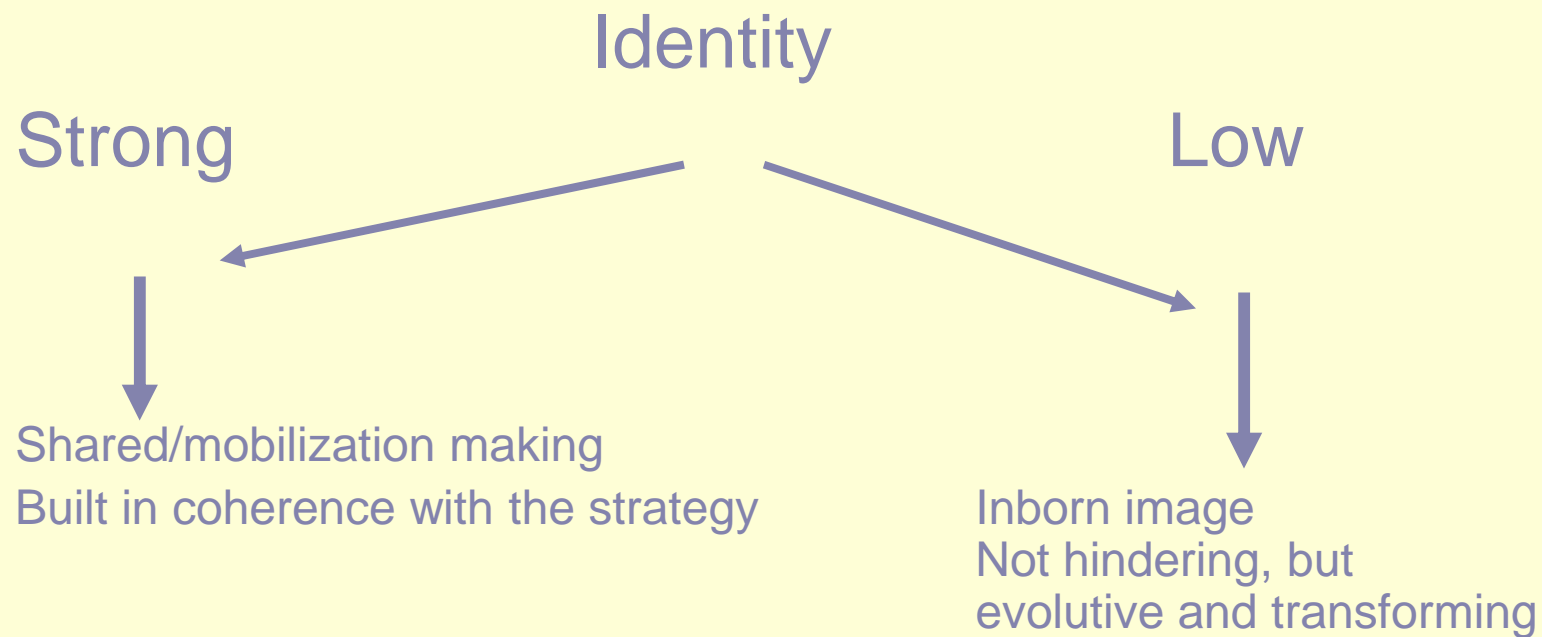


Management

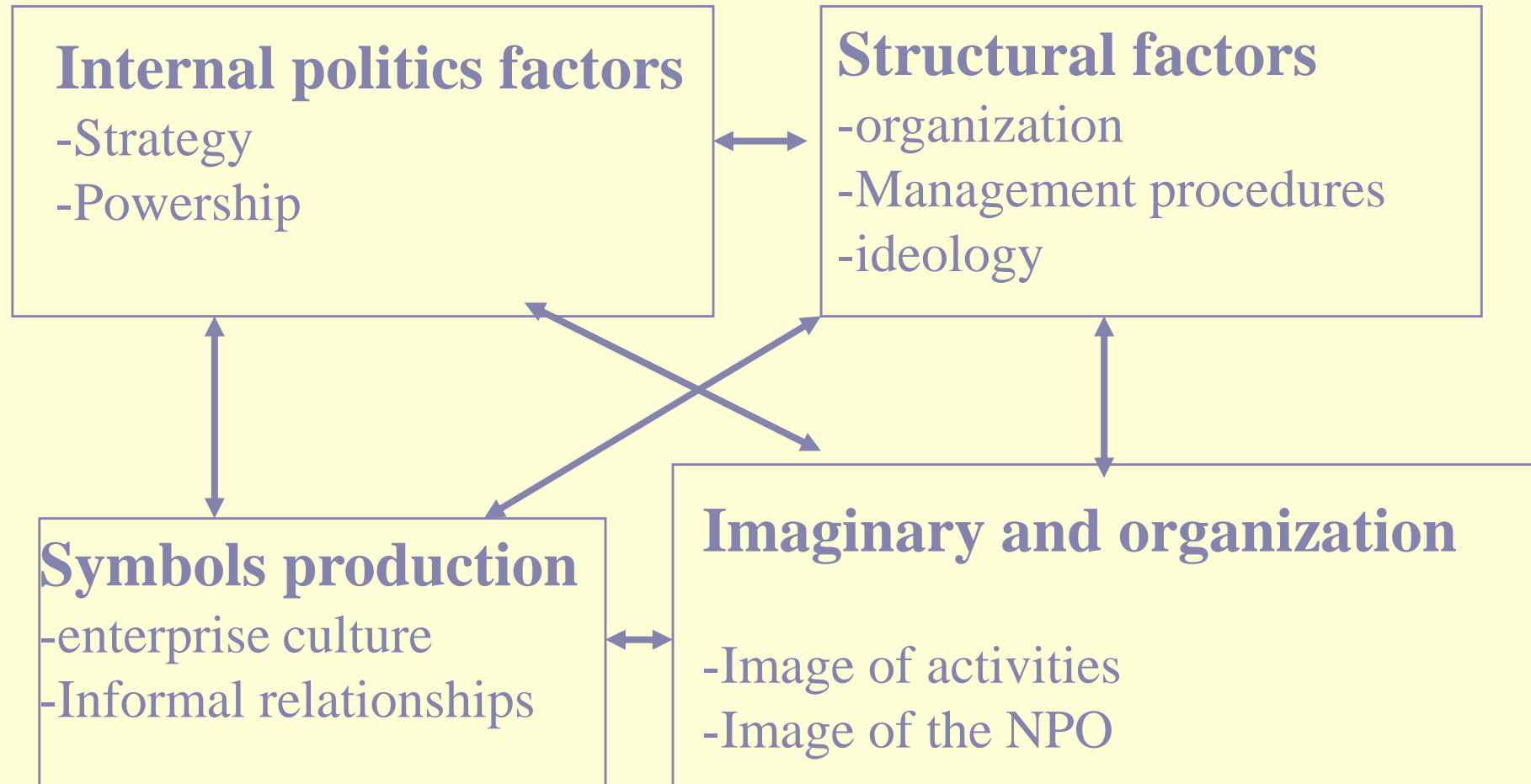
mobilisation...internal

Identity of enterprise ?

- Collective identity= a social identity
- An economic capital, cultural capital, social capital



Identity of enterprise



In STRATEGOR



Key terms for taxinomies


M. Mead, G. Hofstede , F. Trompenaars

- ◆ High or low-context cultures
- ◆ Power distance
- ◆ Uncertainty avoidance
- ◆ Individualism-collectivism
- ◆ Masculinity-femininity
- ◆ Time orientation
- ◆ Indulgence/vs restraint
- ◆ Ecological respect
- ◆ Self effacement and monumentalism

G.Hofstede, I.B.M.
1000.000 employees
In 71 countries



To manage the identity

- To analyse this identity
 - To define the strategic movements/goals and projects
 - To understand the resistance to change
 - For an emergence of collective values and a collective challenge
 - To define the rules of « the game »
- 



-2- What is a Non Profit Organization?

● An NPO


- Association around a contract to achieve a common objective: a common goal, permanent , and not-for-profit, with foundation texts, and an original framework
- Association for public utility: with many more constraints

● A Foundation is an organization to affect goods in general works in non-profit goal

A foundation has a capital (an endowment)

A foundation could act as a sponsor

A foundation has a board of directors, controlled by public administration power





● Non Governmental Organization NGO

Association of international solidarity

A moral personality


NGO with humanitarian programs:
charitable NGO and/or developing
organization

Existence of collective groups, platforms
and networks






A few indications about NPO

- In France 1.1 million associations with 1.9 million members
 - 12.5% in social action, 5% for accommodation (28% for cultural activities!)
 - In France 674 foundations, with 520 000 donors, and global resources of €85M
- 




-3- To be acting

-3-1-There is no association without a project

- A NPO: what, why, how, where and when: a factual method
 - A NPO for what ? For whom?, in the name of who, with who ? : a reflexive method
 - There is no project without a clear vision of the means/solutions...vision of the tools/results
- 




-3-2-What are the fundamental values of a NPO ?

- To define the values of the association because this definition is a factor of coherence
 - Positive values:
 - Solidarity: a key word...the association creates social link
 - Citizen values, mutual respects, citizenship, pooling of means, sharing, listening, humanism
- 




Fundamental values

- Respect, open-mind, and exchange: place for learning tolerance and concessions...secular value
 - Democratic system
 - Creativity and experimentation: to find new economic needs, to imagine new social practices
 - To act concretely: to be an actor of the social environment...philanthropic origin of NPO
 - The leading role of the president: he is the spokesperson of these values
- 




3-3-What are dangers of drift ?

- Ideology and ethic/criminal law (no racism, no sexism, no corporatism...)
 - Non efficiency ! A lot of wasted energy!
 - The diktat of consensus in big organization...the dinosaur syndrome
 - Corporatism and bureaucracy: the real danger of social innovation, you are in shackles
 - Difficult cooperation between volonters and employees
- 




3-4- How to avoid these dangers ?

- The formalisation of the project with clear objectives and associated values
 - Social object
 - Clear posting of values in the organization status (status for what ?)
 - A clear internal communication
 - The choice of administrators
 - The personality of administrators could play a big role..to combine personalities of the president, the secretary and the treasurer
 - How to manage and to motivate employees and volunteers ?
- 



To avoid dangers...

- What legal responsibility of the organization ?
 - Civil responsibility and penal responsibility
 - Obligation of abilities
 - Obligation of results
 - Obligation of security for its members
 - The heads are responsible for the association...compare the contract...especially for financial commitments!
- 



To avoid dangers...

- The audit of the NPO (exple of « SOS village d'enfants » in Morocco, subsidiary of « SOS Kinderdorf International »)

The question is to verify and to certify accounting

Audit of the cycle of financial investments
(acquisitions, cessions, depreciation)

What are the finance sources (subscriptions,
subsidies, donations, sponsoring)


What are the procedures of immobilisations.

Financial movements in and out






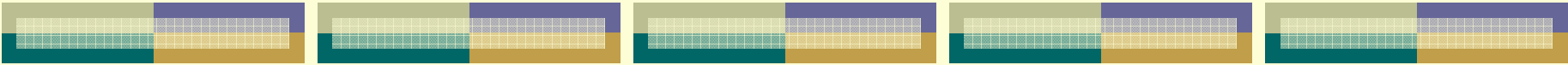
To avoid dangers and to convince...

- The « Comity of the charte » supervises different associations or foundations...signs a convention to NPO (75 NPO in 2011). The goal is « a gift in trust »
 - Help to elaborate a guide of good practices and ethic
 - How to avoid drifts, how to prevent risks...control every 3 years
 - Accept the control of one volunteer of the comity
 - Exemple of « Sustenaible pact » of « Médecins du Monde »..the pact is a strong link between donors and the NGO...informations, newsletters, rythm of endowment, fiscality insurance...
- 



-4- Open the association: communicate!

- The life of the non profit organization needs communication about actions
 - Create a message: to say what and why
 - « Who? Whom? What? When? Why? For What? » 6W of Harold Lasswell (1902-1978)
 - Build an image and a frame: the credibility of the action.
Importance of symbols
 - Internet and communication: internet symbolize network
 - Internal communication between members and the NPO
 - External communication: the web site is the window of the NPO...the speech has to be clear and simple
 - make some buzz!
 - be carefull with social network!
- 

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- Thanks you for your attention!
 - Congratulation to be involved in this IP
 - And if you have any questions....
- 