

Research on Marketing Strategy of Non-Profit Organization under New Era Background - Taking Rcsc as an Example

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Abstract: Non-profit organization is an important organizational module in the economic and social development. It carries out service-oriented operation with public welfare as the mission and social function supplement as its purpose. The development of economy and society and the maturity of marketization also put forward a new topic for non-profit organizations. Marketing has become an important means to gain development power. The importance of non-profit organization marketing is analyzed in this paper from the aspects of resource acquisition and core competitiveness, the problems existing in the current marketing of non-profit organizations are sorted out, and some countermeasures such as changing marketing concepts are put forward, which will provide some reference for the benign development of non-profit organizations.

1. Introduction

With the rapid development of economy and society, NPO have begun to germinate market attributes on the basis of its public welfare attributes. They need to constantly understand the needs of the society, establish their market response mechanism with service objectives as the main body, and cater to the requirements of the society and the market at multiple levels with the reform of operation and management mode and creative service. Through this explicit marketing behavior, their own ability to obtain resources, industry competitiveness and the promotion at other levels are achieved ^[1]. Taking the RCSC as an example, the purpose of its marketing can be regarded as a market-oriented behavioral process to achieve the organization's goals and meet development needs. In this process, RCSC achieves the development of its own needs by creating, providing and exchanging valuable quasi-public products with others. NPO marketing is essentially different from that of profitable organizations. It needs to weaken the pursuit of pure interests, and realize the value market with more diversified marketing goals. This paper will take the marketing of RCSC as the research object, and summarize the marketing strategy of NPO based on the problems under exploration.

2. Importance of Npo Marketing

2.1 Beneficial to Obtain More Resources

From a certain level, the operation of NPO maintained by social charitable donations and private voluntary activities is just a Platonic operation state, and the long-term shortage of funds and manpower cannot be filled by the above two dimensions simply ^[2]. And the reality is that NPO, such as RCSC, cannot sell goods or provide paid services for profit as profit organizations. Under multidimensional adverse factors, including the less government support, voluntary team shrinkage, increasing operation cost and increasing competitors, the development difficulties of the NPO, such as RCSC, arise. Based on this situation, NPO, such as RCSC, need to introduce the concept of marketing in the development, through the implementation of diversified marketing strategies, to get the political, social and public support to the greatest extent, maximize getting the public service resources, which is the best policy for its development.

2.2 Beneficial to Improve the Management Efficiency

With the activation of multiple social needs in the economic and social development, the expansion of single government functional behavior is not enough to meet the residents' multi-level social service needs, which makes the service scope of NPO such as RCSC also expand simultaneously. The scale and field of their services have achieved magnitude growth. In this process, the management problem of NPO such as RCSC, have been highlighted. Driven by marketing management, the management efficiency of NPO such as RCSC will be improved to a certain extent. Multi-level optimization such as human resource management, financial management and logistics management can improve its development in standardization, marketization and high efficiency, while the development of NPO in standardization, marketization and high efficiency will promote the efficiency improvement in human resource management, financial management and logistics management in turn.

2.3 Beneficial to Improve the Core Competitiveness

The development of an enterprise is inseparable from the output of its core competitiveness, which will be the key for the enterprise to expand its territory and win the market. The formation of this competitiveness is inseparable from its internal management optimization, cohesion enhancement and external marketing publicity and marketing management. To a certain extent, the continuous in-depth exploration of NPO at the level of market attribute will also lead to the upgrading of its "core competitiveness" from a soft index to a hard index. With the growing scale of NPO today, RCSC has high influence and discourse power, which is inseparable from its "core competitiveness" gathered for a long time in public welfare services. For RCSC, it must not "cook its goose", and should use more in-depth marketing means to continue to improve the residents' awareness of the Red Cross, and constantly develop new projects to meet the needs of the public, so as to obtain new development in the new situation ^[3].

2.4 Beneficial to Improve the Recognition of the Organization

On the theoretical level, NPO can be regarded as a major organizational innovation outside the market economy system and the state system, and is an indispensable part of social governance. On this point, the value attribute of China's NPO is more prominent. At present, China is in a period of profound economic and social reform, and the friction between the rapidly rising economic figures and social service supply occurs from time to time. This is also an important embodiment of the coordinating role of RCSC and NPO in this stage ^[4]. For itself, this is a valuable development opportunity, but also a rare marketing opportunity. It fully highlights the value of RCSC and other NPO in the social public service. And through the use of marketing means, their own goals, mission and vision in the organization service are displayed, which will be able to make them get more attention and make their public image be improved further at the same time. Marketing during this period will also add bonus points for getting more support from the government and the favor of volunteers. This is also valuable to promote its development.

3. Existing Problems in Npo Marketing

3.1 Lagging Marketing Concept

Fearing that this commercial-oriented vocabulary would have an unnecessary impact on their own development, NPO have adopted more flexible ways to realize their own marketing activities. If RCSC implements marketing behaviors through its own project department, public relations department and other departments, most of them are labeled with "activity promotion" "public welfare publicity", but the subjective concealment on the behavior leads to insufficient effectiveness of its marketing. The difference in concept and qualitative avoidance cause that there is neither professional marketing teams nor specialized marketing departments. This passive building behavior is very common in NPO. In terms of the trend, the NPO reform under the market-oriented structure is bound to be driven by the market to promote the integration and development of the

industry. Therefore, I think NPO, such as RCSC, are not necessary to avoid using marketing strategy.

3.2 Less Marketing Resources

Firstly, from marketing fund method, the fund source of current RCSC and NPO mainly comes from government appropriation and enterprise donation. The amount of individual charitable donation has increased in different degrees in recent years, but the proportion is still not too high. Affected by the lag of government funds support adjustment to the organization, and atrophy of enterprise management benefit, RCSC and other NPO face deflation on the level of capital, which to some extent leads to poor capital allocation within the organization, and makes marketing become one of the more embarrassing existence and limited receiving funds. At the same time, from the talent level, NPO, such as RCSC, are affected by the department setting and post allocation, leading to the shortage of marketing talents within the organization, which is also a different neglect problem ^[5].

3.3 Inappropriate Marketing Management

In the process of marketing management, NPOs, such as RCSC, have failed to clarify the management system. From daily management methods, marketing methods, development strategies and other dimensions, all of them lag behind corporate marketing. At the same time, it cannot be ignored that frequent problems in internal management have also become an important cause of the ineffective marketing. For example, in the process of this “anti-epidemic war”, RCSC of Hubei Province was questioned and criticized by all parties for failing to properly and efficiently dispose of disaster relief materials. Under the pressure of public opinion, Wuhan Novel Corona-virus Pneumonia Prevention and Control Headquarters appointed Hubei Jiuzhoutong Pharmaceutical Group to be responsible for the packaging of donated materials of Wuhan RCSC, and several new media platforms followed up with reports on the effectiveness of this reform. Netease Finance issued a post said, “The warehouse that Wuhan Red Cross Society did not figure out for half a month was completed within 2 hours after Jiuzhou took over...” ^[6]

4. Marketing Strategy of Npo in the New Era

4.1 Change Marketing Concept

Affected by its organizational attributes, NPOs have the utilitarian cognition for “marketing” for a long period of time, which leads to its prohibition for the implantation of marketing theory ^[7]. For NPOs such as RCSC, firstly, the concept of marketing needs to be fully changed, a special marketing department within the unit needs to be set up, the scope of marketing department’s responsibilities need to be clarified, and practical marketing concepts need to be formulated in order to provide a fulcrum to promote the scientific standardized development of organization marketing. For example, NPOs such as RCSC can set corresponding regulations, make full use of salary and benefits to motivate employees’ enthusiasm for work, have clear rewards for those who have outstanding performance in marketing, and punish those who are passive and sabotaged, to develop initiative into institutionalization.

4.2 Explore Marketing Resource

Analogous to corporate marketing, NPOs such as RCSC still have relatively prominent problems at the level of marketing resources in the marketing process. The lack of marketing funds and the shortage of marketing talents have become an important constraint on their marketing plans. NPOs such as RCSC need to prepare their professional marketing talent team internally. On the one hand, they must increase the training of personnel at the marketing level, so that the entire organization members can communicate and collaborate under the overall planning of marketing purpose better. On the other hand, they should attract more professionals to join the marketing team through multiple channels to improve the professionalism of their own marketing activities. At the same time, NPOs such as RCSC should clarify special expenditures at the marketing level to provide

financial guarantee for marketing activities ^[8].

4.3 Strengthen Marketing Management

NPOs also have certain problems in marketing management. There are many “non-professionals” dealing with “professional” issues, which leads to more prominent management issues at the marketing level. Therefore, NPOs such as RCSC should strengthen their own marketing management to provide guarantee for the scientific development of marketing. Firstly, RCSC should properly handle the relationship with the government, continue to deepen cooperation in environmental protection, women and children’s rights, poverty alleviation and relief, and strive for long-term support from the government for its development. Secondly, the relationship with the enterprise must also be handled, and it can establish a marketing alliance with the enterprise to achieve a win-win situation between the organization and the association in the expansion of the public welfare attribute. Thirdly, the relationship with the public should be handled well in order to obtain a greater degree of recognition to provide support for the development of marketing activities and management activities.

5. Conclusion

China’s NPOs have a very long history, which can be traced back to the pre-Qin Period. At the same time, China’s NPOs are relatively backward in modern management, and it is still in the process of improvement and construction on organizational attributes, market supervision and other aspects, which also determines some problems in market-adapted marketing behaviors. In future exploration, RCSC and NPO should constantly change marketing idea, explore marketing resources, strengthen the management of marketing and implement breakthrough on idea, pattern and content. Through the power of marketing, the power to obtain resources and the core competitive power, etc. are promoted continuously to win recognition and development space for its own development.

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