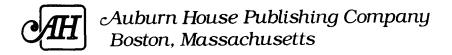
MARKETING FOR NON-PROFIT ORGANIZATIONS

DAVID L. RADOS

Owen Graduate School of Management Vanderbilt University

A STATE OF THE PROPERTY OF THE
TECHNISCHE HOCHSCHULE DARMSTADT
Fachbereich 1
Gesamtbibliothek
Betriebswirtschaftslehre
Inventor-Nr. : 34.185
Abstell-Nr. : A 28/1167
Sacngebiete:
5.3
00250368



CONTENTS

CHAPTER 1	•
Introduction	1
Non-Profit Organizations	3
What Does Non-Profit Mean?	5
Non-Profit Legal Forms	8
Non-Profit Corporations	9
A Second Classification of Non-Profit Organizations	11
A Note on Terms	14
What Is Marketing?	14
Is Marketing Exchange?	18
The Limitations of Marketing Solutions	20
Case: The Sydney Symphony Association	27
Case: Consumers Union of United States, Inc.	36
Case: The Victorian Fabian Society	40
CHAPTER 2	
Costs	49
Initial Ideas	50
Costs Borne by the Non-Profit Organization	52
The Organization's Costs as Seen by an Economist	52
The Organization's Costs as Seen by Managers	54
Costs Borne by Clients	59
Queues	63
Mass Transit	69
Fares	69
Time Spent En Route	71
Estimating Costs	74
Statistical Approaches to Measuring Costs	79
Case: Pricing Xerox Copies	86

CHAPTER 3	
Behavior	91
Segmentation	91
Treat All Alike	92
Adapt to Differences	93
More Thoughts on Segmentation	95
An Example: Non-voters	96
In Sum	98
Theories of Behavior	98
A General Approach	103
Outside Influences on Behavior	106
Client Behavior as Decisions	107
How Can One Learn Consumer Analysis?	113
Marketing Research	116
Someone Must Be Asking Questions	118
The Questions	119
Types of Measures	123
Evaluating Research	126
Limitations on Research	132
A Word About Costs	134
Case: Interviews with Public Service Directors	139
Case: Simon's Rock—The Early College	181
CHAPTER 4	
Giving	195
Aggregate Giving	195
Giving in the Small	201
Who Gives How Much to Whom?	205
The Time Value of Money	208
Costs	212
Costs Borne by Backers	212
Costs Borne by the Volunteer	213
The Cost of Raising Funds	214
Case: An Interview with a Professional Giver	225
Case: H.R. 853	231
CHAPTER 5	
Marketing Strategy	233
Competition	234
Competition for What?	237
Identifying the Competition	237
Identification Based on Research	240
Like and Unlike	242
Competitive Relations	242

xiv	Contents
AIV	Contents

	Advertising Media	405
	· Public Service Announcements	408
	Evaluating Advertising	410
	Personal Communications	419
	Volunteers	421
	Volunteer Salesmen	422
	Peer Pressures	423
	Case: Metropolitan Opera Association, Inc.	430
	Case: International Ladies' Garment Workers' Union: "Look for the Union Label"	446
	CHAPTER 8	
	Price	461
	Two Ideas from Economics	463
	Costs and Prices	463
	Consumer Surplus	469
	Why Have Prices at All?	472
	Pricing Objectives	475
	Organizational Goals	475
	Influencing Behavior and Attitudes	476
	Financial Goals	478
	Methods of Setting Prices	482
	Cost-Based Pricing	483
	Demand Pricing	484
	Just Price	487
	Case: The Metropolitan Museum of Art:	101
	General Admissions Fees	494
	Case: The Monash University Bookshop	506
	Case. The Monash Chiversity Dookshop	900
	CHAPTER 9	
_	Marketing Control and Marketing Organization	527
	Marketing Control	527
	Control Without Numbers	530
	The Marketing Audit	532
	Marketing Organization	534
	Organizing the Sales Force	539
	Introducing Marketing into the Non-Profit	333
	Organization	540
	Case: The Seattle Aquarium	547
	2no commo requirioni	011
	Suggested Questions for the Case Studies	559
	Index	561