

## Public summary

NGO Simba is a non-profit, non-governmental organisation operative in Iran to support the environment and its wildlife, which is in desperate need of attention. Simba currently struggles to achieve their goals, by lack of financial and organisational resources. The objective of this project is to construct a solution particular to the specific case of NGO Simba.

The research question to solve the initial problem:

*How can a marketing and fundraising strategy be created for a non-governmental organisation, which struggles with achieving their goals, by lack of financial and organisational resources?*

A general analysis on NGO's yielded that challenges these types of organisations face can be categorized mainly into organisational and financial challenges. This initial assessment provides insight into these challenges and their existing solutions. Organisational challenges are about the internal and external structures which influence the organisations operations. Like any business, NGOs require good governance, strategic planning and networking to sustain their operations. Financial challenges are about the marketing and fundraising strategies NGO's can apply to ensure revenue streams, which keep the organisation going. Traditional marketing is resource intensive and many non-profits don't have the resources to back-up this so called outbound marketing strategy. Inbound marketing poses a solution as this strategy drives on content creation and distribution through online channels. Inbound marketing does not require major investments. The strategy intends to keep a hold of interested people, while slowly building trustful relationships. This long-term strategy focusses on a customer journey which turns strangers into donors and even valuable assets.

The findings of the general analysis pose a list of existing problems, solutions and opportunities which at this stage, may be applicable to Simba to solve their specific case. To see whether these findings fit into the specific case of Simba, an analysis is made on the organisations identity. Simba's identity is mapped out through interviews and information from their website. Through this identity, the topics which need addressing are exposed. Combining this with the findings from the general analysis, the specific solution for Simba can be constructed by answering a secondary research question supporting the main research question:

*Which findings of the general analysis are applicable to the specific case of NGO Simba?*

The core of the conclusions made is that firstly, Simba needs better governance. Attracting a new member who handles marketing and promotion ensures a better division of tasks, beneficial to progress. Simba must also increase its online activity to sustain an Inbound marketing strategy. This strategy is perfectly suitable to Simba as the organisation does not have the resources available to perform traditional outbound marketing. Valuable content creation and distribution through online channels like Facebook and Instagram provide the core of new interactions with potential donors. The increased awareness and donor relationships sustain a new marketing strategy in which online and offline marketing are in balance to create maximum efficiency with minimal resources. The conclusion is that these aspects should resolve Simba's financial and organisational problems, making Simba a solid NGO, which is able to focus on its projects. The main research question is answered by the thesis statement:

*A marketing and fundraising strategy for a struggling NGO is created by combining the organisations identity, with the set of relevant organisational and financial solutions to existing problems.*

