



## STAGE 2 PROJECT

MAY 2006

### Irish Charities

#### Introduction

The Irish charity sector has become fiercely competitive and altruism is no longer enough to ensure survival. “This means that non-profit organisations need to think not only about efficiency and effectiveness, but also about their market orientation – defining their “customers” needs and wants and how they can provide it better than their rivals.... Thus all sorts of organisations that have not traditionally seen themselves as “being in business” have had to become more businesslike, fighting for and justifying resources and funding”.

*Brassington & Pettitt, 1997.*

The advent of the Celtic Tiger has made the charity market highly dynamic. Charities need to continually redefine their relationship with their customer and how best to interact with them.

#### The Project

- Select a **registered** Irish charity - this may include a charity whose work includes overseas development. With the focus primarily on present and potential **benefactors**, provide a profile of the charity, its objectives, markets and competitors. This profile should include an analysis of the significant marketing environmental factors affecting the Irish charity sector. How has this charity adapted marketing strategies and techniques within the confines of a not-for-profit ethos? **(30%)**
- Using appropriate primary research techniques, investigate the effectiveness of its marketing effort in line with the changing needs of its benefactors. Outline any assumptions you have made. Detail how the research project was designed and implemented. **(40%)**
- Based on your analysis, speculate on possible future developments and make recommendations for the charity that you have chosen. **(15%)**
- Your project must be presented in a professional manner; therefore 15% of total marks are awarded for:
  - Appropriate use of citations and bibliography **(6%)**
  - Effective presentation and structure **(6%)**
  - Accurate syntax, grammar and spelling **(3%)**

#### Additional Briefing Notes

A word count **MUST** be included as part of your Contents Page.

Candidates should **NOT** submit their projects in individual page plastic covers.

NOVEMBER 2005

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **FEBRUARY 25, 2006**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. *Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.*
8. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
9. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**



# **STATEMENT**

## **STAGE 2 PROJECT**

### **MAY 2006**

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_