

Final Report Outline

The following provides the format that is to be strictly followed:

I. REQUIRED READINGS & ESSAY ASSIGNMENT

- A. Read the following two assigned Required Readings posted on the “Service Learning” portion of Blackboard Course Documents (those documents in green).
1. Eight Characteristics of Non-Profit Organizations
 2. Service-Learning – Everybody Wins
- B. Please review and answer the following questions in a 2-3 page (double-spaced) report and attach to your “Final Report.”
- i. Discuss the similarities and differences between for-profit and not-for-profit marketing.
 - ii. What is service learning and how does it differ from volunteerism and community service?
 - iii. How do you think business students can benefit from a service-learning type of experience?
 - iv. What was your initial reaction to this assignment, which required you to work 15 hours at a nonprofit organization in addition to writing a paper about the experience? What is your impression having finished the assignment?
 - v. Having participated in service learning, what types of marketing activities do you think you might like to engage in for the future that would help a non-profit? Why? Why not?

II. OBJECTIVE(s)

In a couple of brief sentences explain what you plan to achieve for the organization (e.g., plan a specific fund-raising event with a monetary goal established; create a database to identify former, current, or potential contributors; create a brochure to enhance awareness of the organization, etc.)

III. BACKGROUND: This section is composed of several parts:

Opportunity (Problem) Identification: Explain the particular opportunity that you are trying to resolve (see objective).

- What is that specific opportunity/objective?
- What are the issues that created the opportunity?
- What efforts have been made in the past to address that opportunity and what degree of success was achieved? Why?

Organizational Description:

- **A brief outline of the genesis of the organization**
 - Who
 - What
 - When
 - Where
 - Why
- **State the organization's mission**
- **What is the organizational structure?**
 - Does it have a board of directors and who sits on that board?
 - Who is on the management team (name, title, job description, part-time or full-time, paid or volunteer)?
 - How many other employees are there?
 - General job descriptions
 - Number of people within those job descriptions
 - How many paid and how many volunteers?
- **What services does the organization provide?**
- **Who are the target markets?**
 - Constituents (those the organization serves)
 - Donors
 - Volunteers
- **What is the organization's source of funding?**
 - Private donations
 - Corporate donations
 - Local, state, or federal grants
 - Other
- **How are the available funds budgeted?**
 - Administration (salaries and benefits, rent, promotion, other overhead, etc.)
 - Directly in support of the organization's mission (providing meals, caring for homeless animals, etc.)
- **How does this organization differ from similar organizations in terms of mission, services offered, target markets, etc? (E.g. Animal Rescue vs. Society for the Prevention of Cruelty to Animals [SPCA])?**
- **What kind of promotional activities does the organization normally engage in and for what purpose? How frequently?**

- **What kind of promotional materials does the organization have and use? (Attach samples)**

IV. MARKETING-RELATED ACTION PLAN

Identify the sequential steps (with deadlines) taken in the development and execution of your Action Plan. This should include assignment of responsibilities to team members (if this is a team project), information gathered, and materials collected.

Executorial Details: Provide the details of your plan and how you executed that plan. This will include, but not be restricted to:

- Restatement of your objective (what were you tasked to accomplish?)
- A breakdown of the estimated costs
- The source of funding
- The media used (if applicable)
- Description of the final product (including the rationale for it based on valid marketing principles)
- An explanation of how the results of your plan were/will be measured and the criteria used to determine success or failure.

V. Reflection(s)

VI. PRESENTATION

- Hard copies of your Action Plan, including any materials you prepared as well as photos that are reflective of your SL activities, will be given to your instructor as well as the organization for which it was prepared.
- You will also prepare a PowerPoint presentation of your Action Plan and will present it to the class at a time determined by your instructor. Use of graphs and photos (photos reflective of your activities as well as the materials you/your team designed/prepared) in your presentation is required.