Applying Marketing Knowledge to a Widespread Nonprofit Internal Marketing Issue: An Abstract

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Abstract Scarce resources are a perennial issue for nonprofit organisations, and many are stuck in what has been called the starvation cycle. Internal leaders responding to perceived public views do not invest in fundraising, and underfunded efforts have unintended consequences: they do not bear results; they cause staff turnover and the organisation's beneficiaries suffer.

This paper reports longitudinal research that considers the level of fundraising knowledge on the part of nonprofit leaders. It is a pilot effort to market the concept and principles of fundraising to organisational CEOs and through them the boards that approve budgets and support or stunt fundraising efforts.

The research asks whether a change in the CEO's fundraising knowledge can improve fundraising activity and outcomes for their organisation. It tests the value of an overseas study tour and a community of practice as levers to upskill and engage nonprofit CEOs as involved champions internally for the practice of fundraising. The study explores community of practice and involvement theories and finds five main success factors in the internal marketing of fundraising in nonprofit organisations.

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