

SITUATION ANALYSIS

NSPCC starting protecting children more than 100 years ago, their mission being “end cruelty to children”. The full stop action programmes emplaced to do this are:

- The child in the family
- The child in the school
- The child in the community
- Child protection
- The child in the society

With the efforts of organisations such as NSPCC, public awareness of child abuse is higher than it has ever been. This states was also attained by running a national public education campaign in the March 2002 called (Someone To Turn To) which was sponsord by Microsoft, using TV, billboards advertising and public information leaflets.

The Full Stop campaign programme took of ground in March 1999, costing initially 250 million led by his Royal Highness the Duke of York who has already put £114.6 million towards this target. The charity has been a campaigning organisation since its foundation in 1884. “lobbying for changes to legislation or policy can help hundreds of thousands of children, many more than could ever be reached directly through NSPCC’s projects. An example of the kind of work NSPCC have done outside of the Full Stop programme is as mentioned above the child in the family, where in the year 2000, 85% of new parents received a get ready during the mothers pregnancy packs and 2 publications through the joyful period. This was also established in areas where the majority is of people living there where of asian orient. The name given to this project is Hamsaath, this enabled NSPCC to break language and cultural barriers which other organisation have failed to do so by creating community work shop for parents to attend and discuss any areas of concern. Thus helping them identify signs of possible abuse that could be prevented.

The NSPCC’s Full Stop campaigns huge publicity has been attracted through their advertising and promotional efforts by using key figure heads such as football star Allen Shearer and the Spice Girls. NSPCC has been successful in creating strategic alliances with well established organisations namely BT, Alliance & Leicester, JP Morgan and Barclays Bank. All these investors hold an influence in the consumers mind and are able to sell the Full Stop concept at a greater advantage.

Evidently the biggest set back to the Full Stop campaign has been the way in which the finances were distributed causing a great deal of controversy in the public eye. The money raised for the campaign was seen to be involved in publicity and creating awareness rather than the actual cause. This then led onto negative publicity having a knock on effect portraying NSPCC ‘new campaign to be self-promotion’ for example in 2001 just £36m of its annual £82m budget was spent on dire ct service to children, much of the rest went on publicity and campaign, thus making NSPCC’s efforts questionable.

OBJECTIVES

Corporate Objectives

- Increase money being re-invested to the primary goal to 60% of total expenditure
- Increase amount of funding from all sources of supporters

Direct marketing Objectives

Short term

- Decrease amount of publicity and promotion expenses by 10%
- Increase rate of new members by 15%, and encourage loyalty with existing members
- Increase communication between organisation and stakeholders

Mid-term

- To attract new major business supporters by using various channels of communication
- Introduce technologies that allow interaction between organisation and members

Long term

- Achieve year on year growth with membership
- Maintain relationships

After conducting a situation analysis we can identify certain problems and issues which we hope to overcome by setting the above objectives. Corporate goals have merely been highlighted to give an indication of some possible organisational aims and how direct marketing objectives are a dilution of the corporate ideas.

S.M.A.R.T

The Objectives have been segmented by time frames of short, mid and long terms. These goals are Specific, Measurable, Achievable, Realistic and Time specific. By indicating certain percentage benchmarks we hope to be both specific in targets and they can therefore be measurable which will assist the organisation in the control stage aswell. Through the three different stages of our strategy we have set differing objectives. Although these goals can be constantly updated, they are achievable and time specific because most angles of weaknesses and threats will be dealt with.

STRATEGY

Short term (0-1 yrs)

- Market Penetration
- Communicate issues to potential major supporters and cement existing relationships with stakeholders

Like the objectives we have dissected our strategic options into three stages. Whilst we hope to decrease other promotional campaigning, we want to concentrate on acquiring new members. At this early stage we hope to increase the flow of information to not only our supporters but to our stakeholders. By informing the press and government bodies we are aiming to become closer with our enemies to avoid past problems NSPCC have incurred with negative publicity.

Mid-term (1-3yrs)

- To generate an integrated sponsorship with telecommunication companies
- Concentrate on the communication process and building relations to promote the development and affairs of the children

At this stage we hope to attract and acquire a major telecommunications supporter to introduce different levels of technologies and interaction with our members. Also there is further emphasis in communicating our primary goals to stakeholders.

Long term (3+ yrs)

- Continually build, update and enhance database
- Tailor emotive letters groups greatest leverage points

In the longer term it is vital that we maintain a good quality database system because this is the core base for effective direct marketing efforts. Also we hope to consistently follow up leads with letters and other market communications tools.

With the above strategic options, this will provide us with individual strategies, which will fit into our corporate organisations, proceedings, and will provide strong bases for the NSPCC to operate from.

ACTION

SHORT TERM

- **EVENT PACKS**

Event packs given to prospective and current customers and partners at any of our yearly charity galas.

These packs will be a way of communicating with our customers, we understand that one of the reasons that we failed to cause as much impact as we initially planned with concerns to the FULL STOP CAMPAIGN was due to lack of communication with our customers. Therefore one of our main aims this time round is to step up our communication revenues.

The information packs will include our companies background, our objectives, what we have planned for the current year and for the future years. We will also include the progress of children that have been helped by our donators, with a follow up on each child included in our quaterly news letters.

- **QUATERLY NEWSLETTERS**

These letters are sent o inform stakeholders of childcare services. The main aim Of these letters is to offer donators a break down of how money has been distributed within the company.

Follow up on children whom the FULL STOP CAMPAIGN has helped will be mentioned here also.

MID TERM.

- **CONTACT PROSPECTIVE SPONSORS**

During this stage of our plan we hope to have at least 4 prospective mobile companies interested in our text & donate promotion.

Initially we will approach the mobile phone companies by mail in order to familiarise our company with them.

We then hope to hold a series of meeting where we will pitch our ideas to the relevant mobile phone companies. At this point we will explain the benefits of backing this promotion, benefits such as improving the moral image that the public hold of the mobile phone company and offering frequent and ongoing advertising in conjunction with the NSPCC's FULL STOP CAMPAING.

- **CREATE AN ADVERTISING GIMICK**

We will include postcards in newspapers and magazines read by customers from our target market We want cut down our advertising cost and this is a cost effective way of advertising it also creates maximum awareness both nationally and internationally.

SET UP INTERACTIVE INTERNET TECHNOLOGIES

We will contact a reputable IT company to install a system that will upgrade and improve our current Internet facility. We hope to introduce more interactive elements to our web site. For example a section which enables our members or supporters can login on the site and receive regular updates and interact with others on a discussion board.

LONG TERM

- **PR WORK**

We have worked extensively with celebrities in the last couple of years to create awareness of our FULL STOP CAMPAIGN this time around although we will still use celebrities but not as much as before. We will also work closely with the press and ensure that we have as much positive press coverage as possible.

- **MONITOR THE USAGE OF THE WEBSITE**

We hope to achieve this by asking visitors to the site to fill in a form that gathers details such as name, address, telephone number etc. By doing this we hope to tailor the site to the customers as best as we can and sending as much relevant information as possible.

Control

After the tactics, strategies, and actions, these are how we control the campaign:

- **Events - follow up lead**

We are going to approach and encourage the audience and potential customers to join us since they might be aware of the campaign after the events that we have already held. And their registration will be useful for us as the details of customers.

- **Monetary analysis**

This is where we analyze and handle the monetary flows, by allocating the budget precisely in order to avoid overspending.

- **Direct link and membership with direct marketing sources**

This is to find out how our supporters, existing customers, and potential customers are aware about the campaign, which means what direct marketing tools are effective or ineffective.

- **Feedback from pitches**

This is to find out how successful the campaign is and how we can improve it by giving out the feedback form to customers and supporters.

- Questionnaire result

Questionnaires will be given out to existing customers in order to know and understand what their wants, preferences are and how they want us to do and improve the campaign so they can feel happy and keep long term relationship with us.

- Quality and Construction of database

We are trying to keep the database of customer details up to date to avoid dealing with wrong target customers, which will be very costly and cause us of losing existing customers, especially when we send information to them by mail or calling them.

- Checking Internet hits of interactive technology

This is where we try to find out how often people log in to our website over period of time so we can know whether providing information through Internet is effective or not, and if it is not we can try to provide information through leaflet, catalogue, and newspaper etc.