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**Marketing a Nonprofit Startup**  
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# **1 Introduction**

## **1.1 Motivation and Key Points**

This paper will explain the qualifications of a nonprofit, describe and elaborate the importance of the global water crisis, discuss a variety of marketing planning tools that lead to formulating a successful business strategy, and briefly examine several successful nonprofits helping this issue.

This background research will culminate key focal points for the development of a marketing plan for a nonprofit startup that's purpose is to aid in the global water crisis.

Many Americans would panic if they woke up to take their morning shower and there was no running water, or if they went to make their coffee and there was no water to boil. However, millions of people around the world wake up knowing they will have to walk hours to get the water they need to simply survive. Not only is the journey to obtain the drinkable water exhausting and difficult on the body, there are people who cannot access this clean water at all. In 2015, 115 people died every hour, in Africa alone, due to diseases linked to poor sanitation and contaminated water (20). These deaths are linked to an even greater issue, the global water crisis.

A water crisis occurs when a population does not have enough drinkable water. But how can something so detrimental happen? There are multiple reasons a water crisis can arise, one of the main reasons being water pollution. Water can become polluted when there is a lack of waste treatment plants, as well as poor sanitation. Other common causes of polluted water are disease, mismanagement, corruption, and lack of infrastructure (15). There is a long list of effects due to a water crisis, a few being: death, disease, malnutrition, and poor education. The current global

water crisis is negatively affecting people of all ages around the world. Not only are individuals affected, but their economies are suffering as well. Gathering water each year results in nearly \$24 billion worth of wasted time (15). Individuals could utilize this time to get an education or work small jobs to provide for their families. There are over 30 countries that are suffering from the current global water crisis, some being, Western Sahara, Djibouti, and Yemen (1). Fortunately, numerous nonprofits have been founded with the goal of ending this water crisis.

Nonprofits simply explained are companies that do not declare a profit, yet they utilize all their revenue (after normal operating expenses) to service the public interest (20). As technology becomes more advanced, making us more aware of the issues many are facing, the number of nonprofits has exponentially grown. From 2001 to 2011, the amount of philanthropic organizations within the US increased by 25%, while for profit businesses grew by a mere 1% (16).

The remainder of this paper will be constructed as follows- first a background section that discusses nonprofits and water issues at a general level, will be presented. Next, a brief objective section that provides the purpose of the study along with research questions. The following section discusses various marketing components including: strategic planning, SWOT analysis, strategic marketing, and market segmentation. Next, a section examining best practices among three current successful nonprofits that aid the global water crisis based on their problem definition, development of infrastructure, and implementation of solutions. The paper concludes with a section providing key-points that should be integrated into a marketing plan for a startup nonprofit that aims to help individuals affected by the global water crisis.

## **2 Background**

### 2.1 Nonprofit Organizations

A nonprofit organization is one that is viewed by the IRS as a tax-exempt organization that benefits the public, also known as a 501(c) (16). These organizations do not declare profits and are allowed to provide donors with a tax-deduction for their contribution (17). Although there are many types of nonprofits, there are two main distinctions in how they are organized: private foundations vs. public charities. The main difference is how the organization raises their funds. Private foundations mainly raise their funds from a single source, such as family or corporate money, while public charities fund from the general public (4). Public charities are broken down into 8 primary groups centered on their area of focus: human service, arts, health, civil rights, religious related, environment and animal protection, international development, and human rights (21). Some nonprofits have thousands of employees and volunteers such as Salvation Army and the YMCA, while others have less than ten employees and maybe 50-100 volunteers.

### 2.2 Global Water Crisis Components

There are three main components that must be addressed when assisting a country or community with their battle against the water crisis. These three components are clean water, sanitation, and hygiene. Clean water is essentially providing access to water. Many individuals spend hours each day walking to collect water. It's estimated that a person can survive two to seven days without water (10). However, drinking dirty water can also be a cause of death. Nearly 1.8 million people die annually due to a diarrheal disease and tens of millions are affected by water related ailments (13). This leads to the process of sanitizing the water and decontaminating it. Unfortunately, contamination isn't confined to one source, it can occur at the surface of the water as well as

from the ground (13). Then comes the importance of hygiene and educating individuals on how to properly wash their hands along with other basic hygiene routines. Other issues that stem from the global water crisis are women suffering severe back and neck pain/injury as well as children missing out on an education. It is common for women to be the ones retrieving the clean water to bring to their homes. These water jugs can weigh anywhere from 40 to 70 pounds, which is the size of a baby hippopotamus (9), leading to physical distress. Another issue is children missing school because they either have to help their mothers acquire the water, or they are extremely ill due to consuming contaminated water. Many miss out on the education they were meant to receive, limiting their opportunities and skill set for the future (8). It is said that only one in four girls complete primary school in developing countries (21).

### 2.3 Africa and Unclean Water

A continent that has been suffering from the water crisis for hundreds of years is Africa. Although many organizations are helping various countries, there is still a significant population lacking sufficient water. Nearly one billion people do not have access to clean water. This is equivalent to one in eight people on the planet (14). In Kenya alone, there are 19 million people who are without access to safe water (9). Rural Sub-Saharan Africa in particular is being severely affected by the water crisis. In fact, the Sub-Saharan portion of Africa is the majority of Africa. It is comprised of 46 out of the 54 African countries (6). Nearly 102 million of the 159 million people that are still using surface water are living in Sub-Saharan Africa. In 2015 it was discovered that of the “Sub-Saharan healthcare facilities, 42% lack an improved water source within 500m, 16% lack improved sanitation, and 36% lack soap for hand washing (5).” Figure 1 illustrates the percentage in which countries are using improved sanitation facilities. Focusing on

rural Sub-Saharan Africa, it demonstrates that the majority of the countries are using less than 25% of improved sanitation facilities (2).

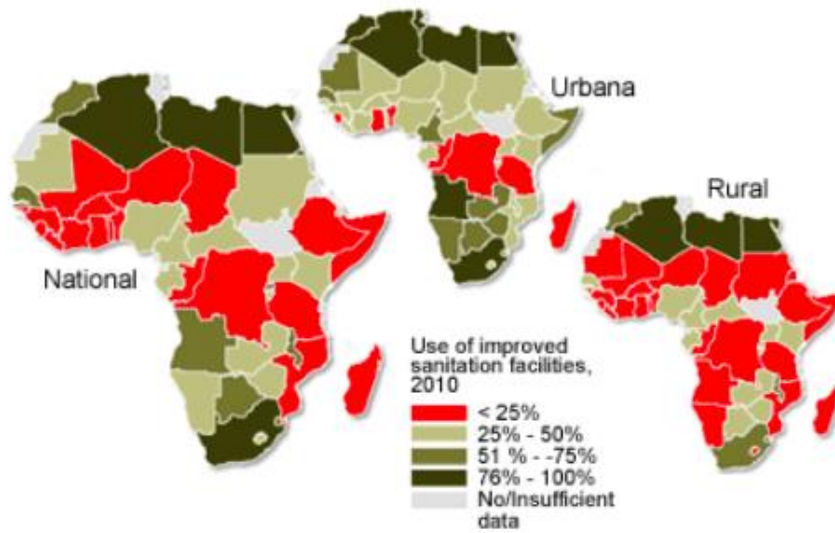


Fig. 1



### **3 Objectives**

#### 3.1 Purpose of the study?

With there being so many in need of clean water, and an incredible number of people having the resources to help, more nonprofits can be created to address this issue. It is necessary to discover more about the current water crisis in Africa, become educated on the steps needed to bring clean water to communities, and find what opportunities exist that prevailing nonprofits haven't sought out. By conducting primary and secondary research, this paper aims to provide key points to implement in a marketing plan for a nonprofit startup that's main focus is to help communities affected by the water crisis.

#### 3.2 Research Questions

- What strategies are current successful nonprofits tackling the water crisis utilizing?
- What opportunities are there that I can exploit that current nonprofits have not taken full advantage of?
- How can I best create sustainable resources for communities?

## **4 Marketing Components**

### 4.1 Strategic Planning

This section will describe the key elements for developing a thorough strategic plan. Strategic planning is composed of fundamental decisions and actions that guide what an organization is, who it serves, what it does, why it does it, all with a focus on the future. This organizational management activity includes: setting priorities, strengthening operations, ensuring that employees are working toward common goals, and assessing the organization's direction in response to a changing environment. In a startup, this is geared more towards establishing what the company's main focuses are. In the years to come, responding to changing environments will be more applicable. There are four main steps in creating a strategic plan. First is to conduct an analysis to better understand the current internal and external environments. This step is best done with a SWOT analysis and will be explained more in-depth later in the paper. Next is formulating a high-level strategy. After this is executing the strategy by translating the plan into more operational planning and action items. Lastly evaluating the sustainability of the plan. This is where ongoing refinement and evaluation of performance, culture, communications and more occur (3). Figure 2 illustrates how the process can be understood as strategy formulation, implementation, and evaluation (8). Organizations use strategic planning for a variety of reasons. Some organizations want to change their direction and performance; others, such as this startup, want to create a common framework for decision making in the organization (13). A sufficient strategic plan should include a vision statement, mission statement, core values, a SWOT analysis, long-term goals, yearly objectives, and action plans.

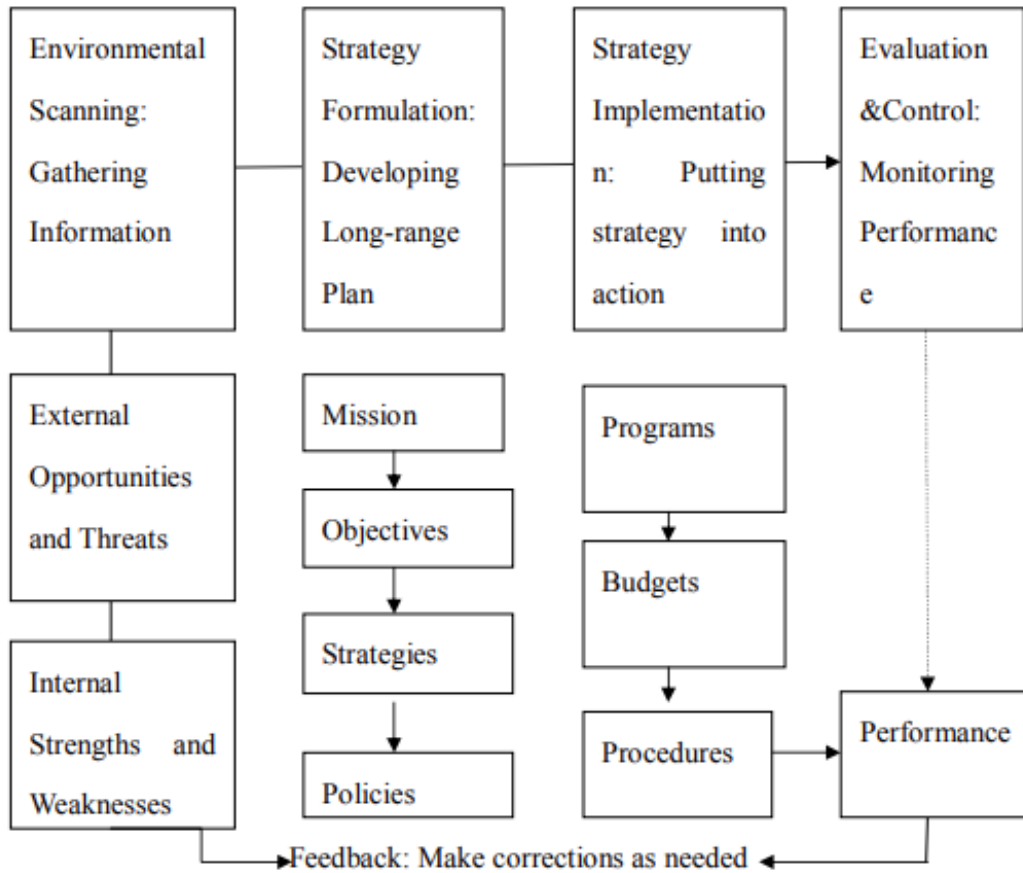


Fig. 2

#### 4.2 Strategic Planning Components

There are seven different components that make up a sufficient strategic plan, one of them being a vision statement. This sets the overall direction for the organization and team. It is bold, describes the “what” and the “why,” and explains where the organization wants to be within the next five years. The mission statement is necessary to describe what the organization is doing today, who it is done for, and how it is done. Focusing on this statement daily should help to achieve the vision. Core values are another component that provide descriptions of beliefs and behaviors such as leadership and integrity. A SWOT analysis is necessary to analyze where the organization is currently at, and it helps to figure out what needs to be a focus. This is done by

looking at the strengths, weaknesses, opportunities, and threats of the organization. These first four components are something a nonprofit should really emphasize. Establishing a strong basis of why the company exists and who it benefits not only puts the employees on the same page, but also allows potential donors to quickly understand the company's purpose. Long-term goals are three to five statements that describe the plan necessary to achieve the vision set. Yearly objectives are goals attached to each long-term goal. Each goal should be SMART: specific, measurable, achievable, realistic, time-based. Lastly, action plans are there to plan for each objective created. The amount of detail per plan varies based on the complexity of the objective (12).

#### 4.3 SWOT

Performing an internal and external analysis provides a company with a better understanding of where they stand in comparison to their competition. The analysis produces a guideline for a proper marketing strategy plan (8). One of the most recognized tools for conducting both an internal and external analysis is the SWOT analysis. SWOT stands for strengths, weakness, opportunities, and threats. Figure 3 illustrates strengths and weakness comprise the internal analysis, while opportunities and threats make up the external analysis (18).



### Fig. 3

Assessing a company's strengths helps to recognize assets that are related to the present time. Strengths for this nonprofit could be numerous factors such as brand awareness, organizational structure, and amount of impact. Most management teams realize their company's competitive strengths haven't been fully utilized in previous years. The purpose of looking at weaknesses is to identify areas of improvement for the company to effectively be competitive. These recognized weaknesses must be transformed into strengths in the future. In order to grow a company, new opportunities should be identified. Some opportunities could include potential donors, new project locations, or creating different products or services. The last component to the analysis is taking a look at threats or risks that could negatively impact a company's performance. Recognizing potential threats allow a company to better prepare for whatever it could confront in the external environment (7).

#### 4.4 Strategic Marketing

The management and operations team develop and implement practical marketing strategies that will ensure a constant flow of business for the company. There are five main components to strategic marketing: company positioning, goals and strategies, market opportunities, target market definition, and a marketing budget. When starting any company, finances are a component that will need to be adequately estimated, including budgeting for marketing. In the future, it is beneficial to conduct an analysis that allows for the planning team to identify previous strategies that were implemented and define their success based on the financial results. Goals and strategies list the organizational goals and strategies that will be implemented. For this nonprofit company, goals could contain targeted fundraising, number of people reached, and new projects. The strategies discuss and convert the targets into realities, explaining how to reach the

goals. Market opportunities assess emerging and existing market opportunities that could be harnessed in the short and/or long-term. Market research is really beneficial when trying to obtain this information, but can be difficult for startups. Defining the target market is deciding who is the most ideal customer for the products or services of the organization. This nonprofit would be defining those in need, as well as who will be sufficient donors (15).

#### 4.5 Market Segmentation

In a for profit company, this would-be part of the marketing plan focused on who the best customer or end user would be for the product/service. For a nonprofit company this consists of two different groups of people. The first group of people are those in need of help, while the second group of people are those that will fund the projects. While this varies from developing the target market for a for profit company, some of the segmentation bases are the same.

Segmentation bases aid in picking important factors that our “target customers” should have in common. Some of these include: demographics, benefits sought, geographic elements, and psychographic elements. This nonprofit company when deciding who to help, would look at where are they located, how many people are being affected by the water crisis, what are the chances their economy will be able to provide a solution, and more. When looking at who will be a suitable donor, the company would look at what they are trying to accomplish through their donation, who/where they want to help, their income bracket, and previous philanthropic interests.

## **5 Best Practices Among Successful Nonprofits**

### 5.1 WATERisLIFE- Problem Definition

WATERisLIFE is a successful nonprofit tackling the water crisis. They have provided almost 3 billion liters of clean water to those in need all over the world and intend on reaching 1 billion people by the end of 2020. The company is trying to address two main components of the water crisis: water scarcity and water quality. In order to improve water scarcity, wells are drilled and rainwater catchment systems are created. To improve water quality, a variety of filtration technologies are provided. WATERisLIFE's approach is guided by the UNICEF's term "WASH." The term "WASH" stands for three interrelated initiatives: Water, Sanitation, Hygiene. Without one, the others simply cannot be sustainable. Water is about assisting communities with accessibility to a source of safe drinking water. Sanitation involves working with human waste processes and basic access to proper toilets. Hygiene teaches basic yet essential self-care education like hand-washing in order to prevent the spread of disease. In my interview with founder, Ken Surritte, he said "This generation can change the world and make a difference with their passion," and WATERisLIFE is trying to do just that.

### 5.2 WATERisLIFE- Development of Infrastructure

WATERisLIFE uses numerous different technologies in order to reach as many people possible. One of the nonprofit's largest contributors to providing clean water is due to their partnership with Innovative Water Technologies, a company that created The Sun Spring. The Sun Spring device uses "propriety GE nanotube filtration technology... removing 99% of particulate matter, turbidity, bacteria, viruses, and cysts dirtying any water source from murky rivers to buckets of rainwater (21)." Just one of these devices can filter up to 5,000 gallons of clean water per day for

around 10 years. WATERisLIFE also distributes straw filters, bucket filter systems, drinkable books, and drill wells. Surritte briefly mentioned “WATERisLIFE has partnered with an unsaid company/university to create the first ever solar powered de-salination unit.” The unit will be able to take water from the ocean and desalinate the water into drinking water.

### 5.3 WATERisLIFE- Implementation of Solution

In order to help as many people possible, donors are necessary. WATERisLIFE has a variety of donors ranging from individuals to businesses to governments. The most common way for WATERisLIFE to raise money is by sponsorships. Each system for purifying water can be sponsored. The filter straws are \$10 per straw providing two to three liters of clean water per day, while the Sun Spring system and drilling can cost upwards of \$25,000. There are several other technologies providing clean water that vary in price from \$40 to \$2,000. They have also partnered with nearly 40 companies that bring in larger amounts of donations. When interviewing founder Ken Surritte, he mentioned how funding has shifted over the past 12 years since starting the nonprofit. Ken said “more companies are getting involved with Corporate Social Responsibility and donor matching, enabling WATERisLIFE to pursue bigger more costly projects.” But in order for those people to donate, they have to be aware that WATERisLIFE exists. The nonprofit has run multiple campaigns in previous years that have been positively received, several of the more successful ones were social media campaigns. Surritte’s team focuses on “captivating people being affected by the water crisis, and doing so in a positive light.” One campaign was a video that was released on YouTube, it utilized the hashtag #firstworldproblems while showing Haitian’s reciting tweets that had this hashtag. For example, some tweets were, “I hate when my leather seats aren’t heated,” and “I hate it when my house is



so big that I need two wireless routers.” Another campaign was “The Venmo Micro Hack.” WATERisLIFE realized how impactful Venmo, a social payment app, could be. However, Venmo is a company that doesn’t allow ads, so the nonprofit figured a way to “hack” the system. On July 4<sup>th</sup>, a day there would be heavy traffic on Venmo, WATERisLIFE started monitoring the app’s global feed. The nonprofit simply clicked on a recent payment, and paid that person \$0.01. They discovered Venmo did not establish a character limit when sending the payment description. So, the company essentially attached a lengthy “ad” giving facts about the water crisis and a link to help donate to the cause. The ad took up much more room than a typical payment description making it more recognizable when people were on the app’s feed. In a 24-hour period, WATERisLIFE created 1,000 “ads” in an app that doesn’t allow them for a mere \$10.

#### 5.4 Charity:Water Problem definition

Charity:Water is another extremely successful nonprofit helping address the global water crisis. Within the last 10 years they have funded over 28,000 projects that have reached 8.2 million people. Charity:Water focuses on creating a long-term impact and making sure their clean water implementations will be sustainable by focusing on partnerships with local companies. The nonprofit also focuses on being transparent to all. They are able to donate 100% of the donations towards bringing clean water to those in need with the help of private donors covering operational costs. Charity:Water has also partnered with Google to provide sensors that check on the water projects allowing both transparency and sustainability.

#### 5.5 Charity:Water- Development of Infrastructure

The nonprofit utilizes 9 different ways to provide clean drinking water. These vary from hand-dug and drilled wells, to rainwater catchments and water purification systems. With the help of their local partners, Charity:Water decides which combination of solutions is best per each project. This is one of the biggest benefits of partnering with local companies, they know the area and land better than anyone else. The functions of these partnerships range from providing the solution(s) to the implementation of the solution(s). The nonprofit has partnered with large companies such as Saks Fifth Avenue and Nautica to create campaigns resulting in both awareness and donations. As mentioned earlier Charity:Water focuses on sustainability, and has created what they call The Pipeline. This is comprised of local leaders, innovative technology, and trained mechanics all working together to keep water flowing. The Pipeline was created to ensure that the implemented solutions are continually providing clean drinking water.

#### 5.6 Charity:Water- Implementation of Solution

Charity:Water has three main ways of raising funds: donating, pledging birthdays, and fundraising. Donating is straightforward; one can donate any monetary amount either once or monthly. Individuals can also donate toward campaigns that others have started. Pledging a birthday is essentially a more individualized and personalized campaign. This is a way for people to make others aware of the global water crisis, and to give to those in need rather than receiving gifts. Numerous celebrities such as, Zac Efron, Ellen DeGeneres, and Julia Roberts have pledged their birthdays in the past. Fundraising allows individuals to start campaigns and raise money in unique fashions. The nonprofit also hosts an annual ball in NYC, where they are headquartered. In 2016, this event raised upwards of \$3 million. Charity:Water has also created a couple of membership groups that allow repeat donors recognition for their help. “The Spring” is

comprised of monthly donors, while “The Well” is comprised of the most generous donors who make a 3-year commitment. In order to properly utilize funds, the nonprofit has a 4-step process which has proven successful. The first is planning which entails choosing a location, finding which technology is best, and selecting a local partner. This is followed by implementation, including: determining project costs, establishing best practices, following timelines, and working with local governments. Then comes maintenance where ensuring sustainability and monitoring/evaluating the projects are key. Lastly is proof which provides a Google Maps location, the number of people helped, along with what solutions were implemented.

#### 5.7 FilterofHope- Problem definition

FilterofHope is a smaller nonprofit that was started in 2015. They since have provided over 7.8 million gallons of clean water available daily and have over 50,000 filters in use in nearly 50 countries across the globe. The nonprofit focused on creating a household filter for those in abject poverty, which are individuals living on \$2 per day or less. Their technology filters up to 150 gallons of water per day and on average lasts 10 years. The water produced by the filter not only meets, but surpasses U.S. water drinking standards. Their main goal is to help those in need of sanitizing the dirty water they have access to.

#### 5.8 FilterofHope- Development of Infrastructure

The nonprofit created a filtration system with a main goal of being portable and easy for daily usage. Their focus is on sanitizing water as opposed to creating a source of water. This allows FilterofHope to implement the product with the help of volunteers and eliminates the need for relying heavily on establishing relationships with local partnerships.

### 5.9 FilterofHope- Implementation of Solution

FilterofHope is based out of Alabama, and have formed partnerships with many state churches to raise funding for the systems. The nonprofit has also started an intern program for college students. The program allows the students to gain more knowledge about the global water crisis, make others aware, and raise money to send filters to those in need. Each intern is required to raise \$4,000 resulting in providing 100 filters to those in need. The interns are essentially rewarded with a trip to Central America resulting in a first-hand experience of giving back to these communities. One filter costs a mere \$40, making it a very affordable donation to many.

## **6 Key Focal Points to Integrate**

This portion of the paper will discuss key focal areas when conducting a marketing plan for a nonprofit that's main focus is to eliminate the water crisis. Certain areas of the plan will require further research such as legal procedures necessary and government regulations in the countries where projects will be implemented. However, this section focuses on what key objectives to concentrate on and areas that could potentially be pitfalls.

### 6.1 Who to Target

Like mentioned above, when deciding who to target for this type of organization there are two groups of individuals. The first group is comprised of the people the nonprofit aims to help. This group of people can change and expand to numerous countries and even continents as more funds are available. To begin, it is best to make a list of what requirements you'd like the individuals to meet. This could consist of things like: should the focus be on children and orphanages, proximity to a water source, escalating deaths and/or disease. From here the organization can decide what takes top priority and start there. The second group is comprised of donors. It is not possible for a nonprofit to function without donors and their contributions. Donors can be looked at as investors, and an investor wants to see a positive return on their investment. This means finding donors who are wanting to help make an impact, but aren't quite sure they can dedicate the time and/or they want the "feel good" of helping those in need. When speaking with the founder of WATERisLIFE, Surritte mentioned how fundraising has shifted over the last decade since he started the nonprofit. Towards the beginning, their main source of funding was from repeat individuals who paid both small and large sums. As time has progressed, corporate social responsibility has taken off and enabling WATERisLIFE to

complete more expensive projects. Surritte also stated their target market is 18-50-year-old females who are also the ultimate decision makers. This is a good benchmark when deciding what individuals to target for campaigns and partnerships. For example, a nonprofit could make a social media video emotional and moving, or partner with a high-end department store like Nordstrom for a round-up your purchase price to the nearest dollar campaign.

## 6.2 SWOT Analysis

It is important to understand where an organization stands in comparison to competitors.

Conducting a SWOT analysis is a great way to gain a better grasp on this both internally and externally. For a startup, this analysis sets a good starting point and will be a beneficial reference in the following years. An important area to focus on is the ability to exploit strong connections and relationships. For a nonprofit to successfully run projects, it's vital to establish connections both in the home country and the country in need. Another important area of focus should be on fundraising capabilities. There are different avenues and tactics to raising funds, and it can be very difficult in the beginning to prove your company is reputable and a worthy cause. An additional area to hone in on is the necessary technical knowledge and capabilities. With numerous technologies resulting in clean water, this requires knowing what is out there and what is best for each individual project.

- **Possible strengths:** connections within the industry, connections in Africa, previous fundraising experience, previous experience with a startup and/or nonprofit
- **Possible weaknesses:** minimal knowledge behind the water sanitation technology and devices, no personal capital to invest, minimal to no legal background in starting a nonprofit

Opportunities and threats should be analyzed in order to recognize possible areas to take advantage of, and what to stay away from.

- **Possible opportunities:** focusing on helping elderly people, incorporating jobs for locals into each project, teaming up with another cause to bring both food and water
- **Possible threats:** certain donating strategies are associated with established nonprofits, lengthy process of gaining credibility

### 6.3 High-Level Strategy

As mentioned before there are several components necessary to conduct a high-level strategy, however I will focus on four that I feel take precedence for a nonprofit startup. The first two are vision and mission statements. These statements become the foundation for what the company stands for and aims to do, who employees are working to help, and helps the general public understand why the company exists. The vision statement is forward looking, an example being, “We aim to eliminate the global water crisis.” The mission statement is current, “We positively impact individuals affected by the global water crisis by implementing necessary means resulting in clean drinking water.” Following is core values, which solidifies how the company aims to achieve the vision through the mission. These could be short and brief such as: integrity, positive impact, service, leadership, and passion. The final focus would be to set long term goals, that are SMART as mentioned. A goal could be to positively impact the lives of 500,000 people within 5 years or to utilize multiple technologies to purify water within 5 years. These components can set into motion what the organization is really striving to accomplish.

### 6.4 Positioning

Properly positioning is crucial in getting consumers to perceive a product or service the way you intend, in this case, the consumers are donors. Utilizing the four P's is one of the best ways to do this. For a nonprofit, the service is positively impacting those in need. The key is figuring out how to differentiate from similar nonprofits. As opposed to a for profit company, other nonprofits helping the same cause aren't necessarily seen as competitors because hypothetically, more nonprofits result in more people being helped. Two ways to differentiate would be having creative fundraising strategies, or establishing various volunteer programs for individuals that want to commit either time or money. Pricing comes down to how much each water purifying technology costs and the implementation cost. Since there is no need to create a profit margin, this eliminates a more challenging component to a positioning strategy. Place is focused on where the nonprofit will be impacting people. Donors will want to understand why certain communities or countries are chosen. This includes providing facts and statistics about the people and their needs, what technology will be implemented, and an estimated date for the project. Promotion is all about awareness and how to effectively promote the nonprofit. Creating stories that will resonate with donors is key. This can be through videos, website design, social media posts, and blogs. Volunteers are also a great group of people to utilize for promotion. Forming a group of people who are passionate about the cause and are willing to spread information and news about the nonprofit can be extremely beneficial. These volunteers can also do this through their own social media with posts resulting in reaching even more people.



## 7 KEY TAKEAWAYS

It is safe to say, that millions are in need of help due to the global water crisis. Starting a nonprofit is one way to positively impact many of those that are being negatively affected. This section will answer the research questions from the beginning of the paper with key takeaways.

- What strategies are current successful nonprofits tackling the water crisis utilizing?

There are four main strategies that I found to be most beneficial: capitalizing on the emergence of Corporate Social Responsibility, creating local partnerships, implementing creative and unique fundraising strategies, and utilizing various forms of technologies. With corporate social responsibility taking off within the last 5 years or so, it has really opened up the doors for nonprofits to install larger amounts of most costly projects. By creating partnerships with the local businesses of where projects are implemented, the nonprofits benefit greatly. These local businesses know the people's needs and the land better than anyone else, really aiding with knowledge the nonprofit would not have otherwise. In regards to unique fundraising, it's important to stand out among all of the causes. By no means are similar nonprofits competition because the end goal is the same, but it's important to differentiate while making as many people aware of both the cause and the nonprofit. Also, by utilizing multiple technologies, it allows a nonprofit to implement more projects and impact a larger number of people.

- What opportunities are there that I can exploit that current nonprofits have not taken full advantage of?

Three opportunities that could potentially be exploited for the future are: desalinating water, various volunteer programs, and partnering with a nonprofit trying to aid another cause in the

same locations. WATERisLIFE is currently in the process of creating technology to desalinate water, and this is a huge opportunity to exploit. Considering the majority of water on earth is salt water, developing this sort of technology could essentially solve the global water crisis. Getting people involved and spreading the word about a nonprofit is vital, hence the need for volunteers. Volunteers really want to make an impact, but they also want to feel appreciated and be recognized for their time and/or money spent towards the cause. Creating several unique ways that allow volunteers to pick how they want to help is a great way to have genuine people creating word of mouth. Another opportunity could be to partner with a nonprofit that is wanting to help people in the same area but for a different cause. This could mean partnering with a nonprofit who provides meals or books, and together the two nonprofits can try and tackle completely separate issues at the same time.

- How can I best create sustainable resources for communities?

A few ways to create sustainable resources for communities are: making the technology user-friendly, incorporating local teams in charge of checking on technologies and communities, and eco-friendly technologies. Considering the age range of those in need is rather large, the technology needs to be easy to use for all. Making sure that there is no possibility of someone consuming untreated water is a must. A separate thought is to organize local teams for each project that will stay in that location, or that can visit as frequently as need be. This is to reassure the communities they will constantly be helped and guided through any issues that could come up. Additionally, a nonprofit could focus on making the technologies eco-friendly. This not only helps the communities, but helps the planet concurrently.

## 9 CONCLUSION

There are many components to starting a nonprofit with the goal of ending the global water crisis. It's beneficial to have contacts in locations that the nonprofit aims to implement projects, as well as connections with companies in the water sanitation industry. However, some connections and partnerships will form organically over time, as the nonprofit builds both credibility and brand awareness. By utilizing marketing components from this paper and conducting further research to formulate both target markets, one can form a nonprofit startup. With the passion and drive to help others, the global water crisis can be ended.

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