

# Green House Charity

Sample Assignment Essay

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## Introduction

The main focus of the study is to analyze the process by which Green House Charity will attract their participants to enhance their skills. The marketing process followed to reach out to maximum clients has been discussed in the study. Green house aims for the development of the social, emotional and physical skills of the young people in the disadvantaged community of London. They plan to develop the community through high quality and intensive programmes of sports. They plan to reach out to maximum number of people. They will develop the physical skill of the people through inspirational coaches. This will enable the disadvantaged people to take a positive step in their life. The charitable organization required donations as well as a proper marketing strategy for developing the disadvantaged people. They want to present a profile in front of the stakeholders using PR, social media and e communications. This will help in the development of the organizations. The Government will understand their agenda and provide support for the success of the mission of the organization.

## Framework

Green House charity understands the importance of physical skills for young people. They have developed sports program for the young people in London. The sports programmes will be developed by inspirational coaches. The main aim of the organization is to promote the health and fitness of the young people. This can be achieved by proper mentoring. There are various activities in which the students of young age participate. They are football, swimming, tennis , table tennis , volleyball , judo and basket ball. Children with physical disabilities attend the organization. More than 10,000 young people attend green house. Children attending secondary school attend the various sports program by Green house. Children of 8-11 years age also attend

their various programs so that their transition from primary to secondary education is achieved smoothly.

People from diverse economic background can attend the various programmes offered by Green House Charity. They offer the sports coaching free of cost. It receives donations from various organizations. These donations help the organization to run their various sports program. It is not only meant for the high class society people in London , but also people from lower middle class background can enrich their skills by enrolling in the organization. The coaches are highly qualified. Green House Charity arrange sports programme in which at least 70% of the young people lives in poverty and are aged between 11-18. The coaches are highly skilled. They have remained competitive in the commonwealth games. The coaches have also represented the country and they have conducted coaching at the national level.

Green House Charity has been able to reach out to 38 schools in London. Coaches teach in the 38 schools before and the after the school hours. They also offer coaching to students during the week end. They also provide coaching to 30 % of the people who are eligible for free school meals. The young people in school are also provided coaching who require sports support (Greenhouse Submission of Evidence to the All Parliamentary Basketball Group, 2014).

### **Profile of the organization**

Green house is a multi sport pilot. They organize sports program for young people in the London community. They provide high quality, intensive programmes to the young people so that they develop confidence and achieve success in life. The organization was founded in the year 2002. They coach students to develop positive skills. The mentoring session aims at improving the health and fitness of the young people. They arrange various sports program like table tennis , basket ball , football , volleyball and judo. They started their program by providing sports facilities to St Paul School in London. They were successful in helping the disadvantaged

children. They achieved positive word of mouth from the service and the service of the organization spread across other schools in London. The students were receiving tremendous help from the service. The demand for their service was very high after their first venture. They merged with various sports club to provide service to the disadvantaged people. They have received tremendous support from donors who have supported them financially. Some of the coaches have become role models for the young people. At present they have 42 different programs and they provide service to more than 7000 people (thetimes.co.uk, 2011); (Volunteerteam.london.gov.uk, 2014).

The mission of the organization is to provide empowerment to the young people with physical disabilities. This can be achieved by conducting various sports program and drama programs. This will provide confidence in the students to achieve the goals in their life.

The coaches at Green house charity provide inspirational coaching to the young people. Most of them have remained former Commonwealth champions, Olympians and ballet dancers. They coach the students as well as inspire the students for achievement of a broader goal.

The programmes offered by Green house are open for everyone but the target audiences of the organization are the young people who are disadvantaged are requiring support. These students may be either struggling with their education or they may be struggling with their behavior. The organizations have set high standards of discipline and personality development for the students.

The charitable organization plan to create an environment that is aspirational. They want the young students to have better outcomes in their lives. This can be achieved if they flourish in sports and education. This will improve the engagement of the young people with the community and maintain their health and well being. They want to develop the following skills in the young disadvantaged pupil –

1. Social skills - The students will develop communication skills.
2. Thinking skills – The students will be able to develop critical analysis skills. They can learn from their experiences. They will gather the capability to plan for their future.
3. Emotional skills- The students will be equipped with the necessary skills to succeed in life. They will be emotionally strong.

4. Physical skills - The young people will develop excellent sporting skills. The program will make the students capable enough to overcome difficulties (Greenhouse Submission of Evidence to the All Parliamentary Basketball Group, 2014).

### **Focus of analysis**

Green House charity started its program in 2002. They began their service in one school but they have now associated themselves with more than 35 schools. They receive funds from three main sectors –

1. 49% of the annual expenditure of the organization is borne by the corporate supporter. They provide sponsorship in the various sports program of the organization.
2. Major corporate provides gift fund that is provided to the senior staff. They provide support to the various sports program organized by the charity. They mostly focus on the London program.
3. They receive cooperation from the secondary schools. They make significant contribution in Green House Charity. 32 % of the expenses of the organization are borne by the secondary schools.

The organization has received positive response from the students and the secondary schools. The marketing strategy has been able to secure a good position in the market. The key strategies of the organization are as follows –

1. They have prepared a strategic plan for 5 years. The CEO and the COO of the organization are involved in preparation of the plan. The main aim of the organization is to maximize the goodwill of their profile so that they are able to attract more students

towards their organization. They also plan to enhance their image in front of the stakeholders. This will increase the funding in the organization.

2. A strategy is planned for the development of awareness among the young people about the importance of sports. This will attract more students towards the organization.
3. They have also developed an internal communication plan for the internal employees of the organization.
4. They have organized a strategy to meet the goals.

They work in collaboration with the following groups of people in order to create mass awareness about their various programmes.

### **Public relations**

Green House Charity works with public relation organizations. They have associated themselves with celebrity ambassadors (Lister, 2014). The associations provide inspiration to the young people and encourage them to engage in the sports program (Kelly, 2013). The celebrities also participate in the events organized by the charitable organization. This helps the organization in raising money (Nordfors, 2014). They have developed relationships with the journalists. They get assurance from the journalists that Green house is positioned as the leader in sport for development. They work in cooperation with the media. They give relevant information to the media. They release new stories that is published by the media. This helps to raise the awareness about their organization among the public. They also monitor the activities of the press. They always plan strategies to maximize the press coverage of their organization (Can't, 2014); (Lewis, 2006).

### **Social Media**

Green House Charity finds social media as an efficient and effective tool for developing communications. They have made their presence in Twitter, facebook , Instagram and Twitter (Bosari, 2012). They maintain regular communication with the various stakeholders. This will attract maximum fans towards the organization (Neti, 2011).

The marketing team at Green House Charity works in collaboration with the Fundraising team in order to increase the engagement of the fans on social media and volunteering. They have also

developed a blog. The blog is regularly updated by the coaches and the young people associated with the organization (STELZNER, 2014).

### **Website**

One of the best ways to reach to the target audience is the website of the organization. Green House Charity upgrades their website regularly. They always innovates the content of the website. The content is relevant with the various practices of the organization (Websitedesignmarketing.com, 2014) ; (Linton, 2014). The coaches of the organization are also engaged in the development of the content. The young people trained in the organization also give suggestions for the development of the content of the website. They have optimized their search engine so that the website can be easily traced (Bacic, 2013).

They have developed their e communications and branding in order to attract students towards the various programs. The marketing team works together to ensure the brand value of the organization. They always revise their branding strategies when required. The marketing strategy of the organization is very clear (kmpmarketinginc.com, 2014). They constantly innovate themselves to increase their strength of students. In 2002, they had started their service with one school but now they run 42 programs across London and they work with more than 7000 young people (Head of Communications and Marketing JD&PS, 2014) ; (mediatrust.org, 2009).

### **Methodology**

Green House Charity conducted an analysis to survey the effectiveness of their marketing strategy. They had conducted the analysis in the academic calendar 2012/2013. They have developed questionnaires to assess the progress of the students who participated in the various programs of Green House Charity. The survey was based on the progress of the Green house program participants with their peers in the schools who did not enroll in the programs. The various parameters were behavior in school, academic performance, well being and self



development (Greenhouse Submission of Evidence to the All Parliamentary Basketball Group, 2014).

## Findings

They had conducted an analysis in 2012/2013. They had compared the progress of the charitable organization with peers. On the comparing the attendance of the Green house participants with other students in the school , it has been seen that the students participating in basket ball had four days of less absence than the peers.

The behaviors of the students in the school were also assessed. The aggregate result showed that the behavior of the students improved in schools as a result of their participation in the basket ball team.

The performance of the students in English and Math's were also analysed. In 2012, the students had poor marks in Maths and English. But after joining the Green house Charity their performance improved in these subjects. They are ahead of their peers in 2013.

The well being of the participants also increased after participating in the programs of Green house Charity. The attitude of the participants towards their friends and family improved. They developed self confidence.

Other factors in which the students improved includes physical health, discipline and self confidence.

## Conclusion and Recommendations

The success of the charitable organization will depend on the implementation of effective strategies. They have to constantly innovate their strategies in order to make their programs attractive to the clients (Change4Life Marketing strategy, 2014; p-3-20). This will increase the consumer attraction towards the organization. They must organize more programs that have celebrity participation. This will increase the attraction of the young people towards the

organization. This will also generate funding facilities for the organization. The organization has to constantly renovate themselves. They can also approach schools apart from London. This will increase the awareness of the students towards the organization. The mission and vision must spread out to the maximum number of students. Thus more students will participate in their programs. Strategic planning has to be done to meet the goals of the organization. They should continue their online marketing. They must invest more in organizing various sports programs. This will create mass awareness of the organization. The organization will organize their programs in various parts of the country. These programs will have celebrity endorsements. People from various parts will be visiting the programs. They will be aware of the service of the organization. This will increase the participation of the students.

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