



A GOAL OF ZERO?

For some nonprofits, that little round number could add up to catastrophe. But for the U.S. Fund for UNICEF, a big, robust Zero is the goal. That's as in 24,000 children dying from preventable diseases to, and reducing that number to a flat zero.

Speaking at the recent Social Capital 2010 nonprofit forum in Washington, D.C., Ryu Mizuno of the U.S. Fund for UNICEF explained that her organization has taken a three-pronged approach to reaching zero. The three pieces are: segment, implement and cement.

SEGMENT.

Market segmentation research sets the campaign framework. Tangible target audience data is a powerful internal marketing tool. Segmentation defines organizational mission, vision and values.

The U.S. Fund for UNICEF focused its efforts on a younger, more affluent and more inclined to give donor, improving the favorability of the brand.

IMPLEMENT.

Zero is a philosophy, not a rubber stamp. Answering cross-departmental needs through Zero increased share of mind and market. There was organization-wide training of Zero.

CEMENT.

Use of performance metrics allows marketing efforts to stay focused and ensure organizational needs are being met. It is important to monitor and provide support to ensure spirit, philosophy and message of Zero is woven into all organizational activities.

Mizuno said the organization learned the following:

Target audience-driven approach = external and internal success.

Cross-departmental integration is a key to campaign implementation.

Maintain focus on desired results through standardized metrics.