



Action Project Reference: 70-02

Organisation: Northern Charity Alliance

Action Project Proposal:

“Develop a marketing strategy”

### Who Are The Northern Charity Alliance?

Northern Charity Alliance (NCA) was founded in 2011 and was registered as a charitable trust in December 2012.

The CSI Index collated by Civicus International Civil Society Index project and a paper presented during the International Society for Third Sector and Asia Pacific Week revealed weak relations between Civil Society Organisations and Private Sector Organizations. The Northern area of Fiji including the major island Vanua Levu and islands totaling 133,000 people have not received the same kind of focus as other areas in Fiji. The majority of services are provided in the capital city of Suva which is located in Viti Levu and therefore the north suffers from a number of issues due to its isolation. Many NGO's and CSO's are based in Suva and therefore provide little support to the north due to administration and travelling expenses. There are few NGO's in the north currently executing community activities. There are therefore escalating social problems surrounding education, health and disaster response which are prevalent in the media and national reports.



The establishment of the Northern Charity Alliance aims to bridge the gap between passionate volunteers, engaging communities and corporations. The alliance aims to help northern communities to deal with their own issues and in turn take ownership of their own developments. This will also enable increased candidature in paid volunteer programs, building capacities/training and providing succession planning of NGOs and CSOs in the North.

### **Mission:**

The aim of NCA is to help achieve citizen and Corporate social responsibility in partnership with the public, people and private sectors in Fiji (Mainly in Labasa and Suva) and overseas. We aim to meet the needs of society in accordance with the principles of social justice, equal opportunity, respect for human dignity and social ventures, and enable individuals to lead a satisfying and purposeful life.

### **Long Term Aims & Vision:**

We aim to reach out and assist those that really need help by ensuring that children are in school; people are healthy and have proper housing; communities are equipped for disasters and have a plan in place during and after a disaster; ensuring steps are taken to alleviate poverty.

NCA have 5 main areas of focus:

1. Education
2. Health and Sanitation
3. Housing
4. Disaster Risk Reduction
5. Poverty Alleviation

### **Current Challenges:**

Some barriers or challenges we face include:

- Difficulty finding donors for our projects
- Funding constraints
- Lack of capacity building
- Developing New Programmes



## Further Information:

A comprehensive marketing strategy will help to guide and increase public awareness of the organisation's work.

Currently NCA only uses Facebook and therefore we would love it if you could help us look into other social media channels that would be beneficial for us to use. It would also be great if you could suggest ideas for how to utilise our current/potential social media platforms - e.g. what to post about, post suggestions/templates, how often, what similar organisations are doing & what is successful in our industry... We are not very good at regularly using our social media so a strategy to help us to maximise the impact of this would be very important to achieve our mission.

## Key Research & Discussion Areas:

### Plan and deliver ...

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

- Consider NCA's current social media and website provision. What do they currently use? How could these be improved?
- What social media platforms are currently being utilised? What accounts need to be created?
- How have similar organisations (particularly in Fiji) utilised social media/blogs?
  - What was successful?
  - How could they be improved?
  - How could the lessons learnt be applied to NCA?
- What are the most pressing/ important tasks to get done? - create a timeline for these.
- How will you ensure that the plan is sustainable in the long-term? - will it be easy to use this as a template for subsequent years?
  - Could you provide instructions about how to use the social media platforms?
- What sort of content could NCA be posting on social media?
- What pictures, videos or information will you need to create posts?

### Create content ...

- What format should this plan take?
  - Consider other digital marketing plans that you can find - how do they lay the



plan out? Does it seem to work?

- Who are NCA's target audience? How can you appeal to them?
- How can you ensure that the social media campaigns will be accessible and reach a wide demographic?
  - Do different demographics use different platforms?
- What have other organisations done?
  - How might your approach vary in appealing to different demographics?
  - What makes a successful social media campaign in Fiji?
  - What types of posts are most interacted and engaged with?
  - What platforms are utilised effectively for advertising in Fiji?

## **Barriers ...**

- What barriers are there to the planning and delivery of this project?
  - e.g. financial - how will you ensure that your marketing strategy is as economical as possible?
  - e.g. lack of information and knowledge - how will you ensure that NCA have the knowledge and skills to implement your strategy? Could you provide assistance?
  - e.g. practical - where will you find the resources that you need?
- How can you overcome these barriers?
- Can you find any examples of how other organisations have delivered great results?

## **Evaluate ...**

- Come back to your original aim - has your plan achieved the original purpose?
- What method of evaluation will you use/recommend to evaluate the success of the plan?
- How can these results be used to continue to improve the provision?

## **Useful Links:**

- Organisation page: <https://thinkpacific.com/action-project-northern-charity-alliance/>
- Facebook: <https://www.facebook.com/Northern-Charity-Alliance-1525516297746742/>
- Draft Concept paper:
- News report about work with youth groups:  
<https://fjijisun.com.fj/2015/10/31/alliance-foundation-help-macuata-youths/>



- News report about assistance with educational resources:  
<https://fjijisun.com.fj/2019/01/24/parents-of-needy-students-thank-charity-group/>

## Further Questions

Are there any questions you would like to ask the Northern Charity Alliance to assist in completing this project?

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