

Below Level Differentiation

■ Reading and Discussion Tips:

- Before assigning the article “Nonprofit Marketing: A Social Affair,” introduce students to the concept of marketing. Ask students to share what they already know about marketing, including the types of media commonly used (such as commercials and magazine ads) and the types of strategies that advertisers use to sell products (such as bandwagon and testimonial). Select a magazine to bring to class with appropriate ads that can be used as examples of these strategies. Introduce students to the concept of social media marketing by suggesting that, like products, ideas and messages have value and can be promoted with marketing.

■ Activity Tips:

- Divide students into groups of three rather than into pairs. Split up the three parts of the activity among the three group members.
- Provide an example of what student proposals should look like using the professional social media website LinkedIn. Spend class time exploring Habitat’s LinkedIn page with students. As you view the site, identify the types of features and information that students should look for in their own projects, and generate a plausible idea for a proposal.
- Require that only Part 3 of the activity be written out as a full proposal. Parts 1 and 2 may be written in list-form, with bulleted points that address the required information.

■ Assessment Tips:

- Ask students to write self evaluations. Students should provide information about their cooperative effort with their partner(s) and defend the grade that they think they should earn. Consider these evaluations in your assessments.

■ Optional Extension Tips:

- Show students multiple examples of cover letters from a range of business communications to help them get started.

Above Level Differentiation

■ Reading and Discussion Tips:

- As homework, ask students to view four traditional advertisements that they see in print or on television. Students should record a brief description of each advertisement as well as how the ad uses the 4P’s of marketing.
- Have students read “Habitat for Humanity one of America’s ‘greatest brands’” at <http://www.habitat.org/newsroom/2004archive/insitedoc007926.aspx?print=true>. Ask students to write a one-page response; they should reflect on what “brand recognition” means and how it is involved in both traditional and social media marketing.

■ Activity Tips:

- Require that student pairs formally present their proposal to the class. Presentations should be 10–15 minutes in length, highlight the most important points, and follow the style of an actual marketing presentation. Encourage students to use electronic slide software to create a presentation to use as a visual aid. Ask students to dress professionally and be as persuasive as possible in convincing the class that their marketing idea would draw attention and support to Habitat for Humanity.
- Give students the option to do the activity individually rather than in pairs.

■ Assessment Tips:

- If students gave formal presentations as part of the activity, make their presentation grade one-third of their overall grade. Tell students that they will be evaluated on factors such as clarity, eye contact, professionalism, and persuasiveness.

Grades 9–12

Objectives

Students will:

- read about how social media networks offer nonprofits the opportunity to reach a larger range of people.
- research the social media platforms that Habitat for Humanity uses to connect to volunteers and supporters.
- write a marketing proposal based on their research.
- use skills of collaboration and cooperation to work in pairs.

Educational Standards

Common Core State Standards

Reading Standards for Informational Text

- Determine a central idea of a text and analyze its development over the course of the text, including how it emerges and is shaped and refined by specific details; provide an objective summary of the text.

Literacy in History/Social Studies

- Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, as well as in words) in order to address a question or solve a problem.

National Economics Standards

- Students should understand that small and large firms, labor unions and educational, and other not-for-profit organizations have different goals and face different rules and constraints. These goals, rules, and constraints influence the benefits and costs of those who work with or for those organizations, and, therefore, their behavior.
- The introduction of new products and production methods by entrepreneurs is an important form of competition and is a source of technological progress and economic growth.

Scope

- 3 class periods (45 minutes each)

Materials

- access to the Internet for student use (days 2 and 3)
- access to printers for student use
- **Article:** Nonprofit Marketing: A Social Affair
- **Worksheet:** On “Nonprofit Marketing: A Social Affair”
- **Worksheet:** Analyzing a Social Site

Lesson Plan

In this lesson, students will learn about social media websites, marketing, and Habitat for Humanity’s goals, and combine this knowledge to analyze how social media sites can help nonprofits attract attention and gain support. In pairs, students will create a marketing proposal that will challenge them to consider how Habitat for Humanity can continue to harness the power of social media to get people involved in the organization.

■ Preparation:

Before beginning the lesson:

- Make copies of the “Nonprofit Marketing: A Social Affair” article and the accompanying worksheet for students. Have students read the article and complete the worksheet for homework.
- As part of their homework, have students familiarize themselves with Habitat for Humanity and its goals by taking the online “Quick Tour” at http://www.habitat.org/quicktour/0_welcome.htm and checking out the social media pages at <http://www.habitat.org/getinv/socialmedia.aspx>.
- Make a copy of the “Analyzing a Social Site” worksheet for each student.
- Arrange for students to use the computer lab for two class periods.

■ Procedure:

Day 1 Discuss the topic of social media marketing for nonprofits. Assign students to analyze one of Habitat for Humanity’s social media sites.

1. As a class, go over responses to the first worksheet.

- Be sure to discuss the following issues: the relationship between large organizations, social networking, and

individuals; how the “4P” model differs from the “3C” model; the cost of traditional vs. social media marketing; and how nonprofits differ from commercial organizations in terms of both their general goals and their marketing goals.

- Explain that traditional marketing techniques (like commercials, fliers, or word of mouth) are effective publicity tools, but social media stands out because it acts as a marketing tool while also allowing users to get involved with the organization. Emphasize that the primary purpose of social media is sharing information among individuals. Talk about how the community-based aspect of social media networking coincides with Habitat for Humanity’s goal: encouraging individuals to share their resources to support one another.
- Ask students to think about any social media they use. Do they interact with any nonprofit or commercial organizations? If so, where do they see the three C’s of successful social marketing? Can they think of examples of how using the social media site helped them learn more about the organization?

2. Toward the end of class, have each student choose a partner. Assign each pair one of the following Habitat for Humanity social media sites to explore:

- Facebook (<http://www.facebook.com/habitat>)
- Flickr (<http://www.flickr.com/photos/habitatforhumanity/>)
- Twitter (http://twitter.com/Habitat_org)
- YouTube (<http://www.youtube.com/habitatforhumanity>)

Distribute the “Analyzing a Social Site” worksheet. For homework, have students answer the questions as they research their social site on the Internet.

Day 2 Student pairs discuss their social media site analyses. Assign the marketing proposal project and allow students to start working on it.

- 1. Give students 10–15 minutes to meet with their partners to discuss the outcomes of their social media webpage analyses, including their answers to the “Analyzing a Social Site” worksheet.**

2. Introduce marketing proposal assignment.

- Explain to students that each pair will create a marketing proposal focused on the Habitat for Humanity social site that they analyzed the night before. The proposal should have three parts:

Part 1: A brief overview of the social media site (its purpose and features)

Part 2: An analysis of Habitat’s current page, including its features, user participation, use of the three C’s, and how it promotes Habitat’s core values and purpose

Part 3: A proposal of one specific site feature that could be added to Habitat’s page (message board, picture contest, etc.), including what the feature is, how it would fit into the current page, and how it incorporates the three C’s

The proposal should be 3–4 pages in length, in 12 pt font, and double spaced.

3. Allow students the remainder of the class period to use word processing software to plan and begin to compose their proposals. Suggest that partners meet together after school to extend their work time.

- Encourage students to make a formal outline of their proposal before starting, with sub-points briefly summarizing the details they will include in each section.

Day 3 Students complete and submit their proposals.

- Give students the first half of class to complete, refine, and print their proposals.
- For the remaining class time, assign students into groups of eight; each group should contain one pair of students from each of the four social media sites. Have students discuss what they discovered about each site, as well as their ideas for how to add to Habitat for Humanity’s page.
- Ask students to turn in their proposals at the end of class.

■ Assessment:

When evaluating student proposals, consider the following:

- Content-specific points:
 - for Part 1: accuracy of information about the social media site
 - for Part 2: depth and accuracy of analysis of Habitat for Humanity’s page
 - for Part 3: originality and logic of the proposed new idea
- General points:
 - logical organization of ideas
 - clarity and smoothness of writing
 - a general understanding of social media and Habitat for Humanity’s goals

■ Optional Extension:

Have students create a second, abbreviated proposal that they will send to Habitat for Humanity International for consideration. The second proposal should omit Parts 1 and 2. Instead, students should draft a formal cover letter to introduce Part 3. This letter should explain why Habitat for Humanity should consider their proposal. Teach students about the style and format of a formal cover letter and ask them to research to whom it should be addressed. Students should submit the second proposal in a large manila folder, pre-addressed to Habitat for Humanity’s International office.

Nonprofit Marketing: A Social Affair

If you wanted to learn some basic information about Habitat for Humanity, where would you turn? These days, many people would jump straight to a computer to find the Habitat for Humanity International website, which is one of the fastest and most direct ways to access a wealth of information about the organization.

If your exploration stopped there, though, you would miss out. Many nonprofit organizations, including Habitat for Humanity, have taken their Internet presence a step further by diving into the world of social networking. There, millions of people can interact with nonprofit organizations every day using social media websites like Facebook and Twitter. On social networking sites, Internet users can talk to Habitat volunteers and staff, get updates on the activities of a Habitat affiliate, or watch dozens of videos of Habitat volunteers constructing homes on the other side of the globe.

What Is Social Networking?

Social networking is a general term that refers to using an online *social media platform* (such as Facebook, MySpace, Twitter, blogging websites, or YouTube) to connect with other people. Broadly speaking, social media platforms are websites where users can log on, see what information other people have posted, and contribute information themselves.

For everyday users, social networking is fun and convenient. Besides allowing users to connect with family and friends, social networks provide venues—like message boards or group webpages—that allow individuals to connect with a diverse array of other people who share common interests.

For nonprofit organizations, social networking provides a valuable opportunity. *Nonprofit organizations* are groups of dedicated individuals who collect donations of time, money, and other goods and use them to promote a worthy cause, from building fine arts programs to stopping domestic violence. Habitat for Humanity is a nonprofit with the goal of providing decent and affordable shelter to all people. Nonprofits like Habitat can create profiles or

accounts on social media sites and use them to connect with people, just as individuals can. Using social media, a nonprofit can reach out to thousands of interested people in a fun and engaging way, using only a few clicks of a mouse.

Marketing a Nonprofit

Marketing and publicity have historically been challenging for nonprofits. Before the Internet age, charitable organizations relied heavily on very basic methods of publicity, like word of mouth and fundraisers. This is because most nonprofit organizations operate on a very tight budget; they are committed to spending every possible dollar on their cause. Therefore, they do not typically have money left over for things like advertising, which is often extremely expensive. If they wanted to become more well known, nonprofits had to make the tough choice between using some of their funds on marketing or reserving their money and trying to find cheaper ways to publicize.

Furthermore, *marketing* is an economic term—generally, it refers to businesses that sell products to make money. The well-known theories of marketing revolve around selling products to consumers. For example, the famous “4 P’s” of marketing are the following:

- Product
- Price
- Promotion
- Place

The theory of the “4 P’s” states that you need to have a good *product*, at the right *price*, *promoted* in a way that makes it desirable, at a *place* where you will find people who want it.

This model makes good sense for marketing a clothing line or cars, but for nonprofits, things get more complicated. How do you turn a humanitarian effort into a “product”? How can you put a price on the right for food or shelter? While many nonprofits work with the “4 P’s” model, others agree that traditional marketing is simply not a good fit for nonprofits.

Social Media Marketing

Social media marketing (marketing with social networking) offers a promising solution to many nonprofits' publicity woes. While traditional marketing focuses on getting a product in front of the right people at the right time to maximize sales, social media is about communication. Social media websites like MySpace and YouTube were invented in order to connect people. Instead of hoping that a flier or television ad reaches the right audience, social media platforms offer venues for people to actively engage in discussion and information exchange about a nonprofit's cause, values, and message. By participating in a message board or joining an online group, an individual can feel actively involved and invested in a nonprofit.

For an example of this community-based approach, look no further than Habitat for Humanity's profile on LinkedIn, a professional social media website. In the discussion section of the profile, a woman named Lucy writes that her job requires her to move around frequently. She is interested in volunteering for Habitat for Humanity, but since she relocates her home so often, Lucy has had a hard time getting involved. She ends her post with a request: can anyone help her? Within 24 hours, an experienced volunteer replies to Lucy, referring her to places on the Habitat for Humanity website where she can learn about the core policies and structure of Habitat and locate affiliate offices where she can volunteer.

This example may not even seem like marketing to you— isn't it merely communication?—which is the key of social media marketing. With social media marketing, interested individuals still learn about organizations, but they get their information from fellow individuals who are willing to help and support their peers—rather than from a nameless and faceless advertising campaign.

Principles of Social Marketing

Like traditional marketing, social media marketing relies on some core principles that help organizations publicize themselves effectively. These include:

- **Connectivity**
All social media networks allow users to “link” to organizations by joining groups, becoming a “follower” or a “fan,” or allowing users to “share” URLs or other media with friends. The more connected a nonprofit webpage is—the more links or followers it has or the more people who have shared the webpage—the more people it will reach.

- **Creativity**
In social media networks, anyone can share ideas, videos, and links. Generally, people share the things that they find the most exciting. Therefore, it is very important for a nonprofit social media page to have engaging and exciting information—such as videos, articles, sound clips, and more—that people will want to share with others.
- **Consistent Activity**
The core of social networking is active networking. Social media loses its power when people stop using it to listen, communicate, and share. In order to keep people interested in a cause, nonprofits must continue to post new information to their pages in the form of updates, blog posts, links, articles, or videos. Some organizations may ask an employee to make it his or her job just to update and communicate on social media networks!

Social media marketing works best when all three of the “C” principles occur at once. On Habitat for Humanity's Facebook page, for instance, users can see that the official Habitat page is linked to hundreds of smaller, local Habitat for Humanity affiliate pages, along with thousands of individuals—this is connectivity. The Habitat page encourages online participation from its fans, like asking users to post photos of Habitat building projects on their photo wall—creativity. Finally, new updates or creative challenges are posted nearly every day—consistent activity. Plus, by linking to Habitat's other social media platforms on Flickr and YouTube, this bustling social media marketing campaign extends beyond Facebook to users of other social media sites.

The involvement and excitement generated by marketing through social media is extremely valuable to nonprofits like Habitat for Humanity. Adding to the value is the fact that social media publicity does not burden the organization with expenses; creating a Facebook profile is completely free. This makes social media marketing the most cost-effective publicity tool around.

More organizations are catching on to the power of social media. According to a recent study by the University of Massachusetts, a majority of nonprofit organizations are now using social media to help get the word out about their causes, and 93% of them have a Facebook account. For the 21st century nonprofit volunteer, helping out means logging on.

On “Nonprofit Marketing: A Social Affair”

Directions: After reading the article “Nonprofit Marketing: A Social Affair,” answer the following questions.

1. What is a social media platform, and how does it relate to social networking?

2. Does a nonprofit organization like Habitat for Humanity use social media differently than a student or other individual at home? If so, how?

3. What are the four P’s of marketing? Why doesn’t the “4P” model work well for nonprofits?

4. Name one problem that nonprofits face with traditional marketing. How does social media marketing help solve that problem?

MAKING CONNECTIONS

5. Why do Habitat for Humanity and other nonprofits desire inexpensive ways to market their organizations?

6. What is “connectivity” in terms of the three C’s of social media marketing, and why is it important?

7. Why is it important for a social media page to have all three C’s at work at once? If one of the C’s were missing, how would it affect the success of an organization’s marketing efforts?

8. What are some commonalities you see between the goals of social media and the goals of Habitat for Humanity and other nonprofit organizations?

Analyzing a Social Site

Directions: Use the following questions to guide your analysis of Habitat for Humanity’s social media page. These questions should be starting points to get you thinking about the purpose of social media and how it helps nonprofit organizations meet their goals. Challenge yourself to extend your thinking beyond these questions to deepen your understanding.

1. What is the name of your social media platform? What is the purpose of the site, according to its creators?

2. Circle any of the following features that your Habitat for Humanity page offers:

- | | | | |
|------------------------------|---------------------------|----------------------------|--------------------------|
| Discussion board | Photos | Videos | Information/profile page |
| Links to other organizations | Comments on site elements | Option to follow/subscribe | |

3. Pick one of the features of the site (e.g., videos). What specifically do you learn about Habitat for Humanity from this feature?

4. How does Habitat for Humanity’s page display connectivity? Give specific examples from the website.

5. How does Habitat for Humanity’s page display creativity? Give specific examples from the website.

MAKING CONNECTIONS

6. How does Habitat for Humanity's page display consistent activity? Give specific examples from the website.

7. Which of the three C's does Habitat for Humanity's page display most strongly? Which of the three C's could use the most improvement? Why?

8. How does this site promote the goals and mission of Habitat for Humanity?

9. How specifically might this site attract new people to Habitat for Humanity?
