

Chapter 10

Organizing for Implementation

PADM 7040
Nonprofit Management
Kelley Thomas

America's Promise

- **America's Promise –mission was to build and strengthen the character and competence of youth by fulfilling the Five Promises**
 - **Caring Adults**
 - **Safe Places**
 - **Healthy start and future**
 - **Marketable skills**
 - **Opportunities to serve**
- The principal operation works with over 500 organizations in the Partners Allowance**

Introducing Marketing –Pushing or Pulling

Patterns of marketing

- Pushed-marketing occurs in an organization when one or more key people have previous marketing experience.
- Pulled- environmental forces make marketing a dominant factor in the survival and success of an organization