**Case Study:**

The Shelter Haven Foundation- Non -Profit organization.

**Success criteria**

After completing the case study the students will be able to identify the characteristics of not-for-profit organizations and how the not-for-profit and government organizations market their goods, services, and events.

**Introduction:**

The Shelter Haven Foundation is a not-for-profit organization dedicated to providing shelter, rehabilitation, and support to homeless individuals and families in a major urban center. Their mission is to address homelessness and its root causes by offering a safe haven and resources to help individuals rebuild their lives.

**Case Study Scenario:**

The Shelter Haven Foundation has been operating for several years but faces challenges in raising awareness, increasing donations, and expanding their services. They want to explore effective marketing strategies to better achieve their mission.

**Questions:**

1.What are the key characteristics and features of not-for-profit organizations like the Shelter Haven Foundation?

Answer:

2.Identify and describe potential marketing strategies that the Shelter Haven Foundation can use to raise awareness about homelessness and its root causes.

Answer:

3.Explain the difference in the marketing purposes of a for-profit business and the Shelter Haven Foundation.

Answer:

4.How can the Shelter Haven Foundation leverage not only the promotion of their shelter services but also the broader mission to address homelessness in their marketing?

Answer:

5.What are the ethical considerations the Shelter Haven Foundation should keep in mind when developing marketing strategies?

Answer:

6.How can the Shelter Haven Foundation measure the success of their marketing efforts in raising awareness and donations?

Answer: