

**Salmanova I.**  
**Russian state university of tourism and service**

## **MARKETING IN NONPROFIT SPHERE**

The activity of nonprofit organizations (NPO) is very many-sided and varied and it is developed according to the following areas: the protection of children and youth's interests and rights, organization of their leisure, development, skills, solving their problems, including the work with recruits; the protection of rights and the support of poor population and other socially unprotected groups of population – families having many children, disabled workers, refugees and migrants, veterans, pensioners, orphans and homeless people and also drug addicts, alcoholics, those who have HIV-illness, solving women's problems; the protection of ecology and nature; the creation of professional unions and unions according to interests; educational programmers; scientific and technical programmers and so on.

A nonprofit organization should have a definite income for its activity, because the help of the state is miserable. As for the main sources of forming the income of a nonprofit organization they are: entrance fees of the members of an organization; membership dues; revenues from the founders; voluntary dues and donations from other people and sponsors; special revenues; means from state budget; receipts from paid realization of goods and services or other commercial activity; dividends (incomes, percentages); incomes from the property of a nonprofit organization; incomes from extra-realization operations; incomes from external economic activity; other revenues which are not forbidden by law.

The essence of nonprofit organizations consisting of two indissolubly united parts caused by their connection with market on one hand and by the realization of social aims and relations with state budget on the other hand is the reason for the specificity of their functioning in the modern economics. It is also caused by the fact that practically all nonprofit organizations have activity in the sphere of service and offer nearly half of all services in a majority of countries, for example, of Europe. Nonprofit organizations, especially charity organizations, are in need of the use of exact ways and methods to find the means of existence, because their aims are not connected with the commercial profit and they are always in need of financing their activity. If the activity of nonprofit organizations is partly or fully financed from state budget they should always prove and confirm the use and the

importance of their activity for the society. Many nonprofit organizations and especially charity organizations exist because of the trustees' membership dues or private donations. It presupposes connections with companies-sponsors as it is always necessary to prove them the efficacy of usage of means for the further financing and to make PR-programmes for it.

So, in conditions of market economics nonprofit organizations should develop and make exact marketing actions and programmes. The usage of marketing by nonprofit organizations allows to be independent from the situation in the market, to achieve the aims in a better way, to provide financial support. The usage of marketing by nonprofit organizations is widespread nowadays, marketing researches become the basis for taking many strategic decisions by nonprofit organizations. The importance of marketing in nonprofit organizations is getting greater due to the growing commercial part of economic activity, stronger competition with the same profit organizations. The importance of this kind of marketing will become greater with the growth of a number of nonprofit organizations, the intensification of their role in the social and economic development of the society. More over the usage of marketing by nonprofit organizations is more important than the usage by commercial organizations, because the last ones have a better connection with consumers with the help of market.

The specificity of marketing of nonprofit organizations can be seen in the following main aspects of its essence: consumers in this kind of marketing – social groups of population; aims – to correspond to needs and expectations of social groups of population; production – services, ideas, priorities concerning to social, collective goods; nature of relations – not quite market or not market at all; source of existence and development – taxes, privileges, fees, donations; resources are strictly limited and controlled by the society; efficacy is determined in the way of achieving the best social results (including wide social external effect) when the value of resource maintenance is fixed.

So, it is possible to make a conclusion that conditions of functioning of nonprofit organizations and their relations with the state, nature of services cause the objective necessity to manage their activity effectively, first of all on the basis of modern management and especially marketing which is necessary for both activities of nonprofit organizations. In addition to that it's possible to speak about the necessity of the usage of marketing of the sphere of services in nonprofit

organizations. So, it's evident that there is no need to invent special "nonprofit marketing", which doesn't exist, because it is called marketing of nonprofit organizations in the world literature and is considered as a variety of marketing of the sphere of services. At the same time these kinds of marketing have their specific features which are necessary to investigate in a special way.