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The Art of Inclusion: Marketing Toward Social Good

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The Art of Inclusion: Marketing Toward Social Good

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ABSTRACT

The theme of this research emerges from a pedagogical philosophy that it is essential to learn the significance that business has upon society while working with a neighborhood non-profit. Undergraduate Business students from Molloy College pitch their business and marketing recommendations to a local non-profit supporting the mission of the College through transformative learning. Having students enter into the business world where profit is a healthy by-product, but acquiring the proper disposition in the process is critical toward today's career development. The Capstone project helps develop tomorrow's sought out ethical and social leaders. The learning activity leading to this learning outcome requires the undergraduate business students to experience this type of real-world project. The students are presented with an opportunity to study the most prevalent issues their assigned non-profit is facing and they are to collectively make a set of turnkey recommendations that will ultimately lead to social good.

Keywords

Educational programs, developmental disabilities, marketing, social responsibility, non-profits

The Spring semester 2019 Undergraduate Capstone Class was divided into three consulting teams. These teams represent creative consulting firms that partnered with a local non-profit faced with real-world problems. This paper harnesses the work produced by the students under the consulting firm named "Caalm Consulting." The team used the Bloomberg Philanthropies, "Mayor's Challenge" application to guide the consulting experience through the following four stages: 1) establishing a solution-driven vision, 2) developing a turnkey implementation plan, 3) determining the impact of the plan, and 4) determining if the solution can be replicated.

1 THE CONSULTING PROBLEM

The client is the *Mary Quinn's Mark Foundation*. This organization is experiencing exponential growth on Long due to its roots in Floral Park, NY. It is looking to expand its mission of inclusion and significantly grow its donor base over the next several years. The way it intends to do this is to grow its educational programs for individuals with developmental disabilities and incorporating the spirit of inclusion in all of its efforts.

In summary, *Mary Quinn's Mark* is looking to build its brand through inclusive marketing efforts. The organization is trying to cultivate local family, friends, businesses, and donors to create sustainable relationships to increase brand awareness and the benefits of inclusion. The organization is experiencing steady growth, however, its expenses are equally growing and it has limited resources to maintain sustainable growth. The consulting problem is the need to optimize resources while continuing to expand the efforts of the *Mary Quinn's Mark Foundation*.

2 THE VISION

The vision for Caalm Consulting's recommendation is to have the non-profit increase brand awareness by expanding its partnerships across Long Island by providing new and inclusive classes/activities (e.g. culinary classes, yoga classes, and music therapy classes) to better the lives of those it serves.

In order for the Client to sustain its overarching goals, Caalm Consulting feels that it would take approximately 1-6 months to implement these recommendations. Being that self-sustainability is a priority for the Foundation, the consultants have devised some very cost-efficient ideas. After extensive research, the costs with the recommended partner, Here and Now Yoga, on an annual basis would be approximately \$2,400. Depending on the culinary partner, the price per person would range from \$35 - \$55. For example, if there were 7 participants for one class annually, The Well-Seasoned Chef would charge \$35 per person. The total cost per year would be approximately \$735 (e.g. including instructor, ambassador, and/or class location which are to be determined). Further breakdown of the costs vs. revenues will be demonstrated in the actual presentation.

The essence of these recommendations is to achieve socially responsible and sustainable growth for this reputable non-profit.

3 THE RECOMMENDATIONS

- **Creation of Yoga Classes.**
Create monthly yoga classes in memory of Mary who was a sister of four with Down syndrome who epitomized inclusivity.
- **Ambassador Recruitment.**
Recruitment of volunteers to administer and mentor individuals with developmental disabilities for educational programs.
- **Inclusive Educational Programs.**
Coordinating and incorporating cooking and music therapy classes into its monthly program calendars.

4 FACTORS THAT COULD DERAIL THE PLAN

There are many factors that could derail these recommendations and they are as follows:

Securing Donations is key to any non-profit as they tend to have limited resources to support their missions in general. Should donors not resonate with *Mary Quinn's Mark Foundation*, the organization might receive limited funding toward these new initiatives.

Ensuring Attendance at these reputable events and not being able to continue the efforts due to low enrollment would adversely impact the organization.

Creating sustainability for future events is essential to the growth of this organization. The events need to be profitable for all parties involved (e.g. partners and the non-profit) to reinvest in the non-profit as well as help its partners to expand their services to a deserving, yet sometimes underserved market.

5 SUMMARY OF DESIRED OUTCOMES

The main objective is to promote inclusivity to individuals with developmental disabilities through the assigned charges provided in the Capstone course.

The ideal outcomes would be to create more inclusive classes that can expand the non-profit's course offerings toward sustainable growth. It can do so by:

- Securing the right partners/instructors to facilitate the course offerings,
- Utilizing non-monetary resources such as skills, talent, and technologies related to managing course offerings as well as running quality classes that promote repatronage among all participants,
- Having the Board's commitment to manage these relationships going forward to grow and sustain new and existing relationships in support of its reputable cause.

6 IMPACT ON SOCIETY

There is a need to resolve the current issues involving inclusivity for individuals with developmental disabilities. *Mary Quinn's Mark Foundation* is a catalyst for change and it can continue to shape the lives of those it serves through its sustainable efforts.

Caalm Consulting wishes to positively impact the world through their dedication in this course and future volunteerism with this organization. The team's efforts are both socially responsible and cost effective. This project is not only rewarding to the team, but rewarding to others within our local community.

7 ACKNOWLEDGEMENT

The authors wish to thank our partners at the *Mary Quinn's Mark Foundation* for allowing us to demonstrate that our knowledge and skills can be used toward the betterment of society.

8 REFERENCES

Will be furnished upon request.