

Understanding Nature and Scope of Managing Public & Nonprofit Organization

Managing Public & Non –Profit Organization

Nonprofit Organization

Nonprofit Organization are institutions that function much like business organization, but do not operate for the purpose of generating profit.

Nonprofit organization. ... **Nonprofits** are tax exempt or charitable, **meaning** they do not pay income tax on the money that they receive for their **organization**. They can operate in religious, scientific, research, or educational settings.

Nonprofit organization managers plan out and coordinate outreach campaigns, organizing events, fundraising initiatives, and public relations for a nonprofit. With proper marketing strategies, managers help to build membership, connect with new donors, and raise awareness about what a nonprofit provides.

Like all marketing efforts, nonprofits must first identify who their target audiences are. This largely depends on the goal of the marketing campaign – whether that be getting more people to join the organization, or pushing for increased donations.

While managing marketing campaigns and an organization's functions, these professionals frequently meet with potential sponsors, like business leaders, selling them on the benefits of funding a campaign. For example, a business who helps fund a well-known nonprofit has the opportunity to engage in cause marketing, enhancing the reputation of that business. It's a win-win for both the business and the nonprofit organization.

Nonprofit organization managers work with a variety of professionals to implement their campaigns. Some of these include:

A **nonprofit organization**, also known as a **non-business entity**, **not-for-profit organization**, or **nonprofit institution**, is dedicated to furthering a particular social cause or advocating for a shared point of view. In economic terms, it is an **organization** that uses its **surplus** of the **revenues** to further achieve its ultimate objective, rather than distributing its income to the organization's shareholders, leaders, or

members. Nonprofits are **tax exempt** or charitable, meaning they do not pay income tax on the money that they receive for their organization. They can operate in religious, scientific, research, or educational settings.

The key aspects of nonprofits are accountability, trustworthiness, honesty, and openness to every person who has invested time, money, and faith into the organization. Nonprofit organizations are accountable to the donors, founders, volunteers, program recipients, and the public community. Public confidence is a factor in the amount of money that a nonprofit organization is able to raise. The more nonprofits focus on their mission, the more public confidence they will have, and as a result, more money for the organization.

The Role Of Non-Profit Organizations In Today's Society

In a complex and challenging background of the whole country, and the NGO sector also, the non-profit organizations are established with the aim of providing public services to communities where they operate, making them as an intermediary between citizens and authorities. In any democratic society these organizations are meant to serve different types of needs and interests of the community, from both a strategic perspective and ethics, that those which are not covered by other categories of institutions and organizations, mean time providing a framework for civic participation, where citizens may participate to the public life.

International Nonprofit Organizations.

- 1.UNICEF. 2. American Red Cross.
- 3.Habitat for Humanity. 4.Oxfam, Oxfam GB.
5. Doctors without Borders. 6.Rotary International.
- 7.WWF World wide Foundation.

A number of these **NGOs** are into various aspects of **community** development such as: **community** mobilization, environment, health and sanitation awareness creation, promotion of child's rights law, promotion of sexuality and reproductive health education and fight against child labour and human trafficking etc.

Community development entails the provision of infrastructural facilities to the people. The provision of these social amenities can be attained through a number of ways and/or organizations which includes, the government, community development associations, Non-Governmental Organisations . Non-Governmental Organizations (NGOs) are non-governmental, non profit making and self governing, set out to ameliorate the plight of the people in dare need of life sustaining facilities in the society. This paper examines some of the strategies for community development, with a particular emphasis on the role of Non-Governmental Organizations (NGOs). The methods of study include interview, observations, intensive local field studies and extensive travel throughout the state. The beneficiaries of NGOs activities and donor agencies – students, teachers, NGO functionaries, fire burnt victim and head of house holds were interviewed. The findings include:

1. A number of these NGOs are into various aspects of community development such as: community mobilization, environment, health and sanitation awareness creation, promotion of child's rights law, promotion of sexuality and reproductive health education and fight against child labour and human trafficking etc.
2. Some of the NGOs are self-financing – while others relies on support from donor agencies.
3. Donor agencies includes : World Bank, European Union, UNDP, UNICEF,ADP, so many National organization i.e TVO, SPO, AF, SAP-PK,NRSP, Khushali Bank, AKRSP, and some individuals.
4. Some of the NGOs whose activities are prominent. It is suggested that NGOs should as a matter of necessity collaborate with each other, in order to have their efforts fully appreciated by majority of those in need of their services. Also the government should participate in the funding of NGOs activities.

In general, the Non-Governmental Organization is a positive approach to rural development.