

indispensable to make a new step towards sort of universal ethics and it seems especially very import to notice the role and meaning a principle of responsibility which would be comprehended widely, holistic – promoting values overcoming limits of traditional, individualistic and practically-materialistic anthropocentrism, building at the same time possibilities for implementation of sustainable development.

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### **MARKETING IN NON-PROFIT ORGANISATIONS – THEORETICAL DISCUSSION**

In the last twenty five years the number of non-profit organisations has increased extremely. The scope of their activities has broadened as well. Such organisations are involved in almost every aspect of human activity throughout in Poland and in the world. The non-profit organisations don't see only as engaged in marginal activities of dubious quality. They play an important role in almost every society, assisting in providing health care, in development of education, social well-being, etc. [1].

While nonprofit organizations are not in business to make money, they still need to attract clients and customers, as well as funders, volunteers and attention from the community they serve. Many nonprofits struggle to market themselves because they have limited resources, which they prefer to spend on their programs and services. However, materials such as newsletters, websites and other marketing products can be helpful in sharing important information about their work. Create marketing materials for a nonprofit organization by balancing quality and budget to develop useful pieces of information for the constituents you want to reach [2].

Although researchers appear to largely agree that the adoption of a market oriented perspective as well as marketing tools is important for non-profit organisations, it can be argued that market orientation is not a relevant concept for non-profit organisations because their mission (product) is defined in advance and cannot be changed in dependence of market needs. However, there is a wide range of

other marketing strategies and instruments available to non-profits that can be implemented without changing or denying their true mission. Such strategies include the identification of customers who are most interested in supporting their mission (market segmentation), ensuring an image is built that is attractive to those people (product positioning), the development of communication messages most attractive to these people (advertising) and communicating with them through channels these people regularly use (place). Consequently, the assumption underlying the present article is that – despite the fact that non-profit organisations are distinctly different from for-profit organisations – market orientation can significantly increase the effectiveness of non-profit organisations in achieving their mission.<sup>1</sup>

Some researchers in this area think that, the approach to marketing varies from product to product and place to place and marketing profit, business organisations is intrinsically different from the discipline for non-profit.

In my opinion and many researchers the basic marketing is the same like in business organisations and it could be applied to programs, ideas, services and products in non-profit organisations.

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