

Shriners Hospital for Children Health Organization

Shriners Hospital for Children is one among many non-profit organizations feeling the effects of the decline in the United States economy in 2008-2009. The purpose of this MBA Capstone Project is to address whether or not the current Rhythm on the Vine (ROTV) event has the possibility to provide the visibility



and potential donor base needed to assist in rebuilding and sustaining the Shriners Hospital endowment that the organization is reliant on for the funding. In order to analyze the numerous variable associated with assessing the viability of expansion for ROTV concert series, our consulting team has prepared a marketing research report consisting of the following elements for each city and/or the organization as whole: methodology, data analysis (geographic, demographic, and psychographic segmentation; attitudes, radio stations in the area; venues in the area; potential corporate sponsors; other non-profit organizations in the area; SWOTT analysis; and analysis of each location) for domestic and international locations, radio audience listening patterns, enhancement of donor cultivation program, limitations, conclusions and recommendations for ROTC city expansion, and pro forma financial statements. The analysis has also indicated that future research into additional markets may provide opportunities for expansion pending the availability of currently limiting factors for those areas, such as venue availability, decreasing rental costs, additional sponsorship support, and so on.

Project Description

Assess Current Promo/Fundraising Venue

Three years ago corporate headquarters placed a Development Director and minimal staff to facilitate fundraising and community awareness. Simultaneously Development Directors were placed strategically in other facilities for the same reason. While there are other fundraising events at different facilities, we have been successful in developing a series of concerts. These concerts draw large crowds and name entertainers. The organization is seriously looking for additional funding to maintain the levels of service that it provides. The current question is: Do the concert series have the potential to provide the visibility and potential donor base needed to assist in rebuilding and sustaining the endowment that the organization is reliant on for funding?

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