

from
A Typology of Nonprofit Competition:
Insights for Social Marketers
Robin J.B. Ritchie and Charles B. Weinberg
Social Marketing Quarterly, 6(3),
September 2000, 64-71

Concept map idea from
Learning How to Learn
Joseph D. Novak, D. Bob Gowin and Jane
Butler Kahle
Cambridge University Press, September
28, 1984



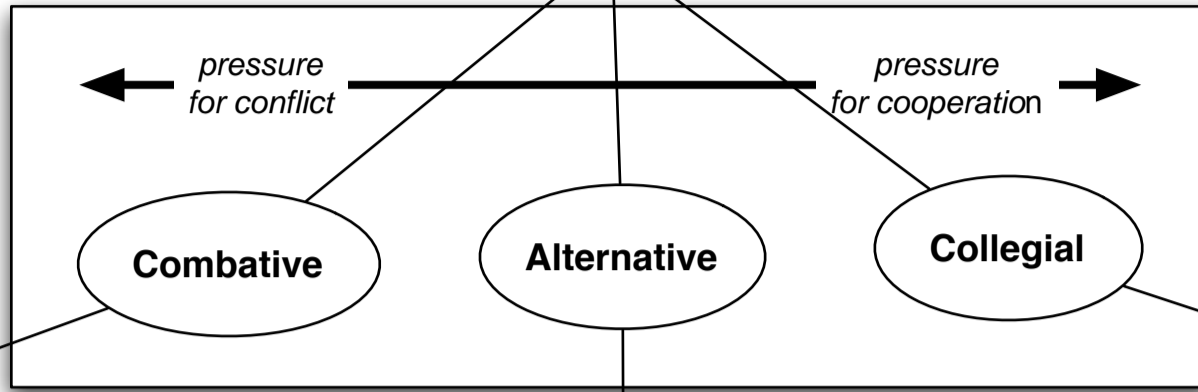
<http://creativecommons.org/licenses/by-nc-sa/2.5/>

Nonprofit Competition

occurs when

multiple agencies target at least some of the same clients or provide services driven by similar objectives

can be



1. there exists broad consensus as to the problem and how it should be solved

2. the need involves fundamental issues of life and death

occurs when one or more takes place

3. demand for services is overwhelming; essentially 'unlimited' clients

for example

in response to natural disasters such as floods or earthquakes

occurs when

support for one organization precludes support for another

for example

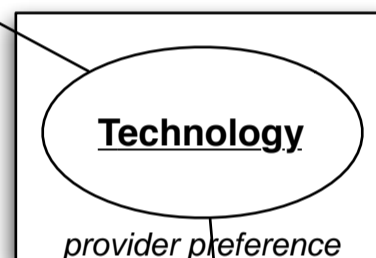
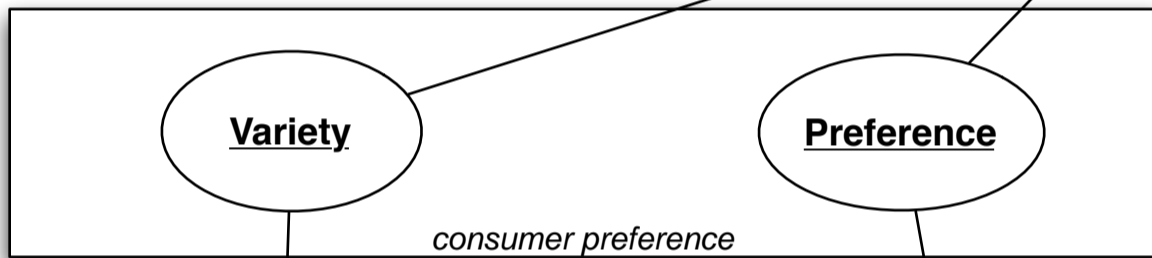
when organizations have completely different definitions of a "social good"

e.g.

some groups defend on behalf of women's rights, and others oppose in defense of the unborn.

is

based on



develops when

there is no single best way to serve the needs of the individual

develops when

different people often have different needs or wants; a good solution for some may be inappropriate for others.

develops when

more than one technology exists to address an issue – each with its own set of advantages and disadvantages – and groups with very different kinds of expertise may seek to address the same social need.

develops because of

disagreement about the appropriate balance between ideology and practicality.

because

because

for example

people tire of particular solutions

variety provides an opportunity to address people's needs using an approach that will hold their interest

for example

religious based counseling, ethnic associations or neighborhood groups

for example

hearing impairment

for example

ecological management

where

organizations decide how much to cooperate with industry and how much development is too much

e.g.

While biking to work may be desirable in good weather, public transit is preferred when the weather gets bad, and a carpool or shared taxi may be best when work extends beyond normal business hours.

e.g.

A recent Indonesian immigrant to the United States might seek assistance from her cleric, from the city's South Asian cultural association, or from a program offered by her local neighborhood drop-in center.

e.g.

Hospitals provide cochlear implants. Schools for the Deaf teaches sign-language. A Life Skills Agency helps integrate individual into society via oralism.

e.g.

The Nature Conservancy provides an example of a cooperative, non-confrontational group that is willing to work closely with the private sector when they feel it serves their interests. Greenpeace lies at the other extreme, with a "zero tolerance" approach to concessions to development, and vilification of industry.