



Project Title:	Strategy Development for Indian Education Nonprofit
Client Organization:	Cecoedecon, www.cecoedecon.org
Location:	Jaipur, India
Period of Performance:	December 2008 – April 2009

Problem Statement and Background:

The Centre for Community Economics and Development Consultants Society (CECOEDECON) was founded in 1982 as a relief agency providing aid to victims of floods in the Jaipur district. The organization has since grown into a multi-dimensional agency that serves the Rajasthan region in many social sector fields, including but not limited to poverty, child development, education, trade, health, community institutions, finance, women's empowerment, equity and human rights.

Cecoedecon's Child Development Program (CDP) works with partner communities to address the educational needs of children and youth. However, without proper financial resources, programs are not sustainable and cannot scale effectively.

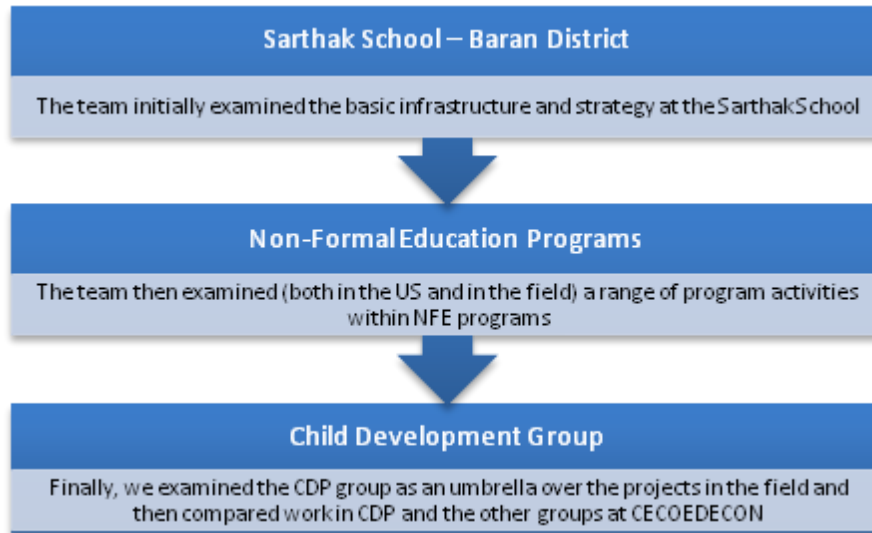
Project Objectives:

Create consistent and concise marketing strategy for Cecoedecon's Child Development Program (CDP) as well as recommending new funding opportunities and plan to leverage Cecoedecon's integrated approach to better fund programs and reach sustainability.

Approach / Methodology:

The team's initial research involved exploring Cecoedecon's underlying theory of change for child development. Next, the ecosystem in which the child development program (CDP) operates was analyzed and areas for more in-depth research (including global fundraising strategy, education-specific program models, social enterprise in the education space, organizational design best practices and India-specific funding and institutional obstacles) were identified and pursued.

While in India, the team conducted field visits to a number of educational facilities (urban and peri-urban) and conducted meetings and discussions with relevant stakeholders at CECOEDON.



Sample Recommendations:

The team outlined fundraising and marketing approaches for Cecoedecon to consider and implement. High-level recommendations included:

1. A plan for diversification of the organization's funding in terms of the number, location and type of sources. The client was also provided with a list of screened, targeted funding agencies to approach; a collection of training materials on international fundraising with an emphasis on south Asia; and upcoming dates for reputable, affordable fundraising training conferences
2. Development of a new role responsible for coordinating fundraising logistics for the organization. With proper training in effective fundraising, this new role will enhance Cecoedecon's branding efforts by improving messaging and consistency of image across funding applications. It will also reduce redundant effort across Cecoedecon divisions and establish stronger accountability for right-targeting and right-timing of grant submissions.
3. Development of effective marketing materials that support fundraising, including website, annual report, etc. The client was provided examples of credibility-enhancing, best practice fundraising materials and templates.

Student Team:

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