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Reflection Paper for Non-Profit Project

The background of this project was that I coordinated with a local nonprofit called Patriots and Paws, which is located in Anaheim and provides free home furnishings and pairs rescued animals to vets for free, to allow me to conduct a one year marketing plan for their operations.

The plan included multiple recommendations on current areas that they needed improvement on like social media promotion, volunteer targeting strategies, and success output communication strategies. I choose this specific organization because they were local and not too big to where I would be lost in trying to find the person in charge, but also, they weren't too small as to where I would be basically only talking to one person.

Some of the most important things that I learned from this project was to overcome adversity, develop discipline, and self-confidence. For overcoming adversity, communication with the founder and CEO of the nonprofit was very difficult because of there was no main channel of communication that I could rely on. I could only rely on face to face interaction with the founder in order to establish future meetings with her in order to go over new findings and other items that related to the project. For me, this little setback really messed with my mind as I thought the non-response back to me when I would ask the founder an important question over email was something personal, rather than her just being busy doing other things. I started to overcome this adversity by making sure to always pull her aside and set aside a time in the future where we could meet in order to plan ahead and make sure that nothing wasn't expected from me to her.

For developing discipline, I would always go and help out volunteer at the nonprofit in conjunction to doing this project, however this wasn't required from me, and it required discipline to wake up or go after my roller hockey games on Saturday mornings to lift heavy objects instead of relaxing. Lastly, I expanded my skills of self-confidence by being assertive in obtaining the information that I need to help develop the one year marketing plan for the nonprofit.

Why learning to overcome adversity was important and valuable to me was that this was the first time for me in which a project that involved a real-life client contained communication troubles in which asking certain questions and trying to schedule meetings was probably the biggest issue of the project. For me this initially threw me off as I thought, with the previous projects in mind, that every client that I talk to should be excited and willing to answer all the questions that I have as soon as possible, and not to be put on the back burner. So, I had to humble myself and really be active about trying to be a part of the founder's plan, but to not be too overbearing. Second, why learning to develop discipline was important and valuable for me was because I feel developing discipline more and more is essential in order to make sure that the mind and body is regimented on completing tasks and trained to do, and not trained to be lazy and just sit around. Lastly, developing self-confidence and being assertive was important to me because it has been an area where I have struggled the most and have always been in need to develop it. These past two years of being in the Marketing program, and having this project being the culmination of that, has really pruned and refined my confidence skills.

Thinking back on the project, one area that I would have done differently was the mindset that I had coming into this project. Coming into this project, I really underestimated it and thought it was going to be easy based off what was said about the project, but I came to realized how much

work and effort is actually needed to be put into this project. For the first couple of months with this project, I was always not looking forward to working on it because every time I did, I would just get discouraged as I saw it as a daunting task because of the mindset that I was in. What changed and helped me complete the project was having the mindset that this project can be completed, just takes one step at a time.

As a direct result of doing the project, what I specifically learned about myself as a potential business person that could help me in the future is that I actually have been trained enough to develop/create/adapt business strategies to a legitimate business that can actually be helpful and not just filler and big words. By being in class and learning from the professor, real life experiences, and previous examples of business strategies, I formulated strategies that the nonprofit thought were actually good ideas for them to consider and that made me realize that I can actually develop business strategies.