



Partnering Organization Contact 2 Market Analysis



Overview: Your team will now follow up with the partnering nonprofit organization that relates to your theme. In the second contact, you will call and introduce yourselves again introduce yourselves, remind your contact about the project, and then seek out some info about the organization which will help you in your own Section 2: Market Analysis.

Objective/ Info to Obtain: Remember to maintain a good relationship with your contact person at the partnering organization and conduct yourself in a professional manner at all times. Your second conversation will focus on how this organization addresses conditions and trends that affect their target “market” and the needs you want to meet in their community. Do not make the phone call until you have previewed and prepared the info below.

Directions:

Step 1: Contact Directions & Script:

STEP 1: Gather contact information to make your call: Who are you contacting? List their info here.

Partnering Organization You will Contact: _____

Contact’s Name & Title: _____

Phone: _____ E-mail: _____

STEP 2: Prepare what you will say. Use this Script.

“Hello, my name is _____ and I am a student
Your first and last name

from the Clairemont High School Academy of Business calling again to speak to

_____: You may remember that we are doing a class project on starting
Mr. or Ms. Contact’s Name

up a nonprofit organization for _____. Would you be available to
Your topic

answer some more questions about _____ for about
Name of nonprofit organization you’re calling

5-10 minutes? Today we are focusing on market analysis.” (If yes: proceed on to questions. If no:

ask to leave a message and/or make an appointment in the next 24 hours for a better time

(preferably during hours of your academy class periods or after school).



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STEP 3: Make the call using the script above.

- Make sure you are in a quiet place and undistracted.
- Make sure you speak clearly, loudly, and politely, no matter who you are on the phone with.
- You may be transferred several times before you get who you are looking for. You may have to leave a message. If so, use the same script above and at the end of the message add your return phone number, email and “thank you.”
- Once you get the correct contact person, introduce yourself using script from STEP 2.
- Then, proceed on to ask questions below. Be sure to record the answers! Take good notes! You may want to put your phone on speaker and have one person conduct the interview while another team member writes!

1. Can you give us more detail about your service in San Diego and the demand for it? How is it unique?

2. What are the organization’s top priorities when providing service to the community?

3. Can you please provide some information about the demographics of your “target market.” (What locations do you focus on? What about the people you focus on? Socio-economic status? Age? Gender? Ethnicity?) Can you provide any graphs, data or other tables and charts regarding demographics?



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4. How many “competitors” do you have (for-profits and nonprofits) who also address the same problem or need in our community? What are their names and what do they focus on? What needs to they meet or control?

5. What strategies does your organization use to gain an advantage in meeting the specified needs of the community?

6. What other organizations do you work with or have partnerships with that help you meet the goals of your organization (in solving the social problem)?

CLOSING:

- Be sure to thank the contact for their time.
- Be sure to ask if you can call again and keep in touch to interview them about other aspects of the organization. Get their direct contact line and ask when the best times to talk are.
- Explain that you will be writing a business plan for your own nonprofit start up as part of this project. Thank them again and say you will be in touch soon.



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