BBB Standard 7—Effectiveness Assessment Report

Marine Corps Association Foundation

This effectiveness assessment report is designed to measure the Foundation’s progress towards its long term overall mission. It is not intended to be a short-term measurement of operational goals.

The mission of the Foundation is *to be the preeminent foundation for all Marines and friends of the Corps dedicated to leader development, recognition of professional excellence, and expanding awareness of the rich traditions, history, and spirit of the United States Marine Corps*.

This report provides a review of the activities of the Foundation over the past two years (FY2018-FY2019), the measures used to assess our progress in achieving success, the effectiveness of our programs, and recommended future actions to increase the Foundation’s effectiveness.

Key Foundation activities the past two years:

a. Obtaining Amazon Kindle Fires in order to provide deploying units with easy access to Library program titles.

b. Designating funds for audio titles of selected professional titles in order to make these more accessible to Marines.

c. Redesign of the Foundation website that allows easier access to request program support.

d. Support for unique professional development opportunities, such as the H&S Bn Quantico “lead your way” PME competitions.

e. The establishment of a new professional writing award.

f. The establishment of new excellence awards to support Marine units.

The measures used to assess the Foundation’s success have been reports to the Development Committee, Board of Directors, and Executive Committee, as well as evaluation of the Foundation’s progress against goals and objectives established by the department heads, Chief Operating Officer, and Chief Executive Officer.

The effectiveness of the Foundation’s programs has been demonstrated in the following ways.

a. Improved charity ratings across the three major rating services (BBB WGA, Guidestar, Charity Navigator).

b. Increased awareness in Marine Corps units of the Foundation’s purpose and mission, and the support available to leaders for the professional development of their Marines. Marine unit leaders requesting support for professional military education competitions, new awards, and new unit writing contests have demonstrated this.

c. 10 year Anniversary reception to highlight the growth and success of the Foundation that featured junior Marines giving testimonials about the impact Foundation programs had on them personally and professionally.

d. A refined and improved direct mail campaign, to include the initiation of a very successful year-end matching gift campaign. Revenue from direct mail has increased every year over this period, and the end of year matching gift campaign increased year-end donations by 30%.

e. Initiation of an annual Foundation fundraising newsletter, which garnered increased donations in recognition of the effectiveness of our programs for Marines serving today.

f. A more effective Giving Tuesday marketing campaign (email and social media) that demonstrated the importance of Foundation programs and consequently increased donations on that Tuesday both years.

The recommended future actions to continue the effectiveness of Foundation programs are listed below.

a. Design for Marine Corps units a marketing plan that makes obtaining program support from the Foundation more attractive and responsive. Create geographically specific program support and market it to units in those areas in ways that make integrating Foundation programs into their training plans easier.

b. With increased program delivery, improve the program delivery vs management/overhead expense ratio as one means of continuing to improve charity ratings, which in turn makes the Foundation more attractive to donors and supporters.

c. Find methods for more “push” versus “pull” for program delivery to Marine Corps units. For example, when units express interest in our programs like the Unit Library, deliver a set of books to them immediately, because they often get busy and do not follow up with the specific books they would like. Once they receive their books, that should whet their appetite and result in another request for program support.