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*Relationship of 'Save the Children' with Its Stakeholders and the
Engagement Procedure*

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Introduction

The participation and involvement of organisations in the welfare of the society and community are called community engagement (Bollwerk, Tate, and Connolly, 2016). Throughout this assignment, different aspects of community engagement will be discussed by using the ‘Child Education’ program of the organisation ‘Save the Children’ as an instance. Save the Children raises funds for helping the poor children of the community in getting an education ([savethechildren.org.uk](https://www.savethechildren.org.uk). 2020). The relationships of this organisation with their stakeholders, different eras of the organisation, use of social media platforms to support their programs, and training program arranged by Save the Children to equip employees will be discussed throughout this paper.

Relationship of ‘Save the Children’ with its stakeholders and the engagement procedure

Stakeholders are the party that has an interest in the organisation and they may have an effect or may be affected by the operations of the organisation (Tafoya, 2013). There remain several differences between the stakeholders of profit and non-profit organisations. Since in this paper ‘Save the Children’ a non-profit organisation is selected, the stakeholders of the non-profit organisation will be discussed here. Mainly, the relationships of Save the Children with their stakeholders, and how they engage with them will be discussed. The stakeholders of Save the Children are mentioned in the following figure:



Figure: Stakeholders of Non-profit Organisation

Source: (Author)

Donors: Donors are the ones who donate for the funds of non-profit organisations (Berman, 2014). Since Save the Children is a non-profit organisation it has no income source on its own which is why donors are the only income source. Individuals, as well as organisations such as Unilever, PepsiCo, P&G, etc., act as donors of Save the Children (savethechildren.org.uk. 2020). By using the donations of donors their funds raise and they help the poor people with those funds. Through the ‘Child Education’ program Save the Children helps children of the poorest area of the United Kingdom to get the necessary education (savethechildren.org.uk. 2020). Save the Children maintain great relationships with the donors since they are the fundraisers of their charity and donation programs.

Beneficiaries: Beneficiaries are the ones who receive the grant or help of the non-profit organisations that were given by the donors (Brown and Brown, 2014). In the case of the ‘Child Education’ program, the poor children who take the help of Save the Children and get education are the beneficiaries. They are sometimes called customers and they are helping these customers or children is the prime objective of the organisation ‘Save the Children’ (savethechildren.org.uk. 2020). The children who get an education with the help of the ‘Child Education’ program of Save the Children can be mentioned as beneficiaries.

Employees & Volunteers: Employees and volunteers are the ones who connect donors and beneficiaries by collecting donations from the donors and allocating those funds to the needed ones or beneficiaries (Brown and Brown, 2014). These employees can be paid or unpaid based on their interests. With the help of these volunteers or employees, non-profit organisations keep running. The employees or volunteers of Save the Children raises funds by collecting donations from the donors and allocates the funds to the poor children who need education (savethechildren.org.uk. 2020).

Local Community: A non-profit organisation must maintain a great relationship with the community and the people of the community where it exists. Before arranging a program non-profit organisations have to care about the norms, cultures, and traditions of the community since the whole community act as a stakeholder (Berman, 2014). In the ‘Child Education’ program, Save the Children collects funds from the rich people of the community and helps the poor children of the community. The employees or volunteers maintain a great relationship with the individuals of the local community and they respect the traditions and cultures of the community. This is how they remain engaged with the individuals of the community.

Government: Government plays a critical role as a stakeholder of non-profit organisations. Non-profit organisations like Save the Children enjoy a tax deduction, tax exemptions, etc. with the help of the Government (Brown and Brown, 2014). Also, they get government grants and donations for helping the poor people. Save the Children maintain a great relationship with the Government and get several benefits such as tax exemption, government grant, and donations, etc. from the Government.

Different eras of ‘Save the Children’ and its community engagement

The Save the Children Fund or Save the Children was founded in 1919 in the United Kingdom to improve the lives of the children and to help the needed children (savethechildren.org.uk. 2020). Eglantyne Jebb, co-founder of Save the Children helped the children of Russia in the time of the Famine by sending 600 tons of aid (Mayhew, 2019). After the death of Eglantyne Jebb Save, the Children were extended from Europe to Asia and Africa. During World War II, Save the Children set up two types of nurseries i.e. day nurseries for children with working parents and residential nurseries for children who are evacuated from cities (savethechildren.org.uk. 2020). In the 1950s they started working in Asia after they started the Korean War. When they started working in 26 countries they started emergency responses and

long-term projects for the children. For raising funds for these programs they used several types of advertisement methods such as leaflets, newspapers, posters, etc.

From 1970 Save the Children became international by extending their service in Honduras, Bangladesh, Norway, Sweden, Ethiopia, Denmark, etc. For gipsies and traveller children they started a new project in the United Kingdom (savethechildren.org.uk. 2020). To reduce polio worldwide Save the Children started a new project named ‘Stop Polio Campaign’. In the 1984 famine in Ethiopia Save, the Children gets huge donations worldwide since the famine got TV coverage. For expanding awareness about AIDS and HIV they took several steps for preventing misconceptions about these diseases. During the 1990s they started working for war-affected children in disastrous areas such as Iraq, Colombia, Somalia, Sudan, etc. (savethechildren.org.uk. 2020). In the 2000s Save the Children played a vital role in achieving several objectives of The Millennium Development Goals by reducing extreme poverty and hunger, reducing child mortality rate, and schooling poor children.

‘No Child Born to Die’ current slogan of Save the Children and they are trying their best to do so. They arranged several campaigns under this slogan and operates several projects such as vaccination, nutrition, new-born health, etc. Also, they have responded to several disasters such as the conflict in Syria, the food crisis in Africa, the deadly Ebola virus, etc. (savethechildren.org.uk. 2020). For supporting millions of children they increase their services of emergency response. Save the Children is also playing a vital role in Sustainable Development Goals (SDGs) and they aimed to ensure quality education for all by 2030. In the United Kingdom, they are arranging several projects such as child education, child health, child poverty, child hunger, child protection, children’s rights, etc. (savethechildren.org.uk. 2020).

Use of different social media platforms to support the programs of ‘Save the Children’

Nowadays social media platforms have become so popular that people can’t even think of a single day without using these platforms. Organisations use these social media platforms for advertisements purpose mainly (Given, Forcier and Rathi, 2013). Save the Children also use these platforms to raise their funds by inspiring and motivating donors. They use several strategies in social media platforms for supporting different types of projects of Save the Children that are discussed below:

The Facebook strategy of ‘Save the Children’

Facebook is now a popular social media platform where a huge number of people can communicate among themselves. Through Facebook Save, the Children can inspire individuals to donate more to the funds. Save the Children have around 460k followers on the Facebook page of Save the Children UK (savethechildren.org.uk. 2020). They use this fan-base to raise more donations from them. Based on the cultures and traditions of the community they advertise their donation or charity projects to gain more donations for their funds. The employees or volunteers are responsible for motivating and inspiring donors to donate to their funds. In Facebook, Save the Children, many success stories of the poor children who get education by using the help of the organisation, and these stories attract more donors (savethechildren.org.uk. 2020).

The Instagram strategy of ‘Save the Children’

As well as Facebook, Instagram has become popular too nowadays. In the case of Instagram, 122k people follow the Instagram account of Save the Children UK (savethechildren.org.uk. 2020). On Instagram Save, the Children posts several quotes and mentions the situation of the poor children, and by doing that they attract and inspire donors. Also, the posts several my day regularly for reaching out to more donors. And sometimes they post success stories of the poor children whom they helped. By watching these posts individuals or organisations donate more to the charity funds. Several organisations such as Unilever, PepsiCo, P&G, etc. donate to the funds of Save the Children.

The Twitter strategy of ‘Save the Children’

For maintaining the ‘Child Education’ fund of Save the Children they use several strategies in social media platforms, Twitter. The account of Save the Children UK has around 190k followers (savethechildren.org.uk. 2020). They give several inspirational and motivational news and speeches and they also share several stories of successful children who got help from Save the Children in their early life. By reading this information and stories huge number of individuals donates to the charity or donation projects of Save the Children. They use important hashtags to reach out to more individuals and they use specific topics that will add value to the posts and that have community engagement.

Training and development required to deal with socio-cultural issues in ‘Save the Children’

Since employees and volunteers are an integral part of a non-profit organisation, they should be given effective training and development programs (Lynton and Pareek, 2011). Save the Children have about 13,000 UK volunteers and these employees or volunteers are given training before equipping so that they can deal with emerged socio-cultural issues. Different communities of the country have different cultures, norms, beliefs, and traditions. Organisations have to deal with these factors of society and environment carefully. That is the reason why Save the Children provides several training programs such as understanding of society and culture, appreciation of different cultures, methods of maintaining a great relationship with the individuals of the community, etc. to their employees (savethechildren.org.uk. 2020). Also, employees are required to give training about multiculturalism which is the process of dealing with the cultural diversity of the community or individuals (Baumann and Vertovec, 2011). This training helps employees in dealing with individuals of different or diversified cultures.

For establishing a ‘Child Education’ program successfully effective roles of employees or volunteers of Save the Children are necessary. That is the reason why the volunteers are given training for development programs and through that program, they learn how to inspire individuals, collect donations, and use those donations in schooling or educating the poor children. Statistics show that 27% of poor children get 5 or more than 5 good GCSE passes and on the other hand 55% of the rich children get that (savethechildren.org.uk. 2020). For reducing this huge difference Save the Children teaches several strategies to their employees through several training programs.

Conclusion

In England about 23% of the children don’t get enough education, Save the Children is working hard to reduce this percentage (savethechildren.org.uk. 2020). They are not only giving their services in the United Kingdom but also in many other countries worldwide. Among several projects of Save the Children, child education, child health, child poverty, child hunger, child protection, children’s rights, etc. are the major ones. In this paper, the ‘Child Education’ program of the Save the Children is focused on and discussed from several aspects of community engagement.

Recommendations

Although Save the Children arranges several projects for helping out the poor children of the world, they should search for a more geographical area where huge numbers of poor children need their help. Also during this situation of COVID-19, they should try to raise their funds more than ever to help greater numbers of children. For providing early education to the poor children they should recruit efficient employees or volunteers who want to work eagerly and have the ability to convince individuals so that they can get more donations from them. Besides providing the education they should also care for the health and rights of the poor children.

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