Non-Profit Inefficiency

The Leukemia & Lymphoma Society (LLS) is a non-profit organization whose mission is to cure blood cancer and improve the lives of those affected by the disease. One way that the LLS reaches towards this goal is through the Man and Woman of the Year campaign, an event where candidates compete against one another for the title of Man or Woman of the Year. To win this title, the candidates must be first be nominated by their peers. After accepting this nomination, they must raise the most amount of money for the LLS and its cause. A team manager for each candidate is selected, along with a team to help raise funds under the candidate’s name. Even with major events hosted by the LLS to benefit patients and search for a cure, the organization is far from achieving its goal. The Leukemia & Lymphoma Society needs to become more efficient in their use of time and resources to keep them on track towards completion of their mission.

The Leukemia & Lymphoma Society’s time inefficiency holds the organization back from their mission. This time inefficiency is seen in their use of outdated technology. Specifically, the LLS uses the platform Campaign360, an application used to register and manage donors. For example, the Man and Women of the Year campaign relied heavily upon this application to register and organize donors while also maintaining their personal information and fundraising efforts. While other non-profit campaign databases provide information with easier access and the ability to reach donors automatically and in large groups, Campaign360 is slower in providing candidate information and donor outreach must be conducted individually as well as manually. The outdated application takes longer to load in comparison to newer technologies. This time spent waiting and searching for information should be spent working towards the organization’s goal. Additionally, LLS headquarters wouldn’t allow new technology to be used in place of Campaign360, as they believed these applications currently being used are still efficient. If headquarters were aware of these issues, a resolution could have been made and time would have been saved. Thus, the use of outdated technology creates a lack of efficiency and time wasted.

According to Nonprofit Quarterly, “Today, it is hard to think of a single concept in the business world that is more central to strategy than efficiency-or more particularly, cost efficient.” There are many ways in which The Leukemia & Lymphoma Society are cost inefficient. One example of LLS wasting money is through overbuying supplies for events, such as food and other necessary items. Instead of buying in excesses, the company should instead analyze the number of event goers prior to the event, buying based upon this number. Moreover, the organization makes bulk purchases of merchandise and spends large amounts of money on expensive venues for various events. As seen in the Man and Women of the Year campaign, a lavish venue was selected to hold the event, while candidates were given an unnecessary amount of merchandise promoting the campaign. Candidates are not enticed to participate in this campaign by these luxuries, but instead by their genuine interest and care for the cause the event represents. Furthermore, money was spent towards purchasing items for events when sponsorship options were available that would have been more cost efficient. Specifically, the Panera Bread Company offers to provide catering services to non-profit organizations at no cost. At the Man and Women of the Year campaign, this opportunity could have been taken advantage of, but instead, the LLS purchased food with their own money. Therefore, spending on unnecessary items, venues, and resources wastes money that could be put back into their cause—blood cancer research and treatment as well as support for patients.

The Leukemia & Lymphoma Society is inefficient in their use of time and money. These resources are wasted and spent on tasks and items that do not enhance the organization’s aspirations. Specifically, technology used is outdated and takes up time that could be spent focusing on furthering the mission. Money is wasted on unnecessary, expensive merchandise, venues, and resources that could instead be put back into the company. The LLS needs to make adjustments to their time management and financial habits in order to allow the company to succeed in the future.

Works Cited

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