

Comprehensive Social Survey Sample of (NGOs) Boards Members (31 Member).

Through the Theoretical Paradigm , the Current Study Issue Has Been Determined As " Professional Intervention for Social Work to Assist (NGOs) Promote or Market Their Social Services .

- **Time Field** : The Time to Gather Theoretical Data , to Apply the Filed Study and Professional Intervention Program .

Nienthly : The most important results :

The Current Study Has Confirmed the Following Result , That:

1- There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) to Promote Their Social Services and to Rise Awareness for Marketing Concept Among Boards Members.

2-There Is Positive Inferred Statistical Relationship Between Professional Intervention Program for Social Work .and to Rise Awareness for Marketing Importance Among Boards Members.

3-There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) and Planning Level for Type of Product .

4- There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) to Price Products (Services).

5- There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) to Distribute Products.

6- There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) to Promote or Advertise Their Social Services .

7- There Is Inferred Statistical Relationship Between Professional Intervention Program for Social Work to Assist (NGOs) Share in Marketing Products or Services .

- **Eightly: Study Fields :**

1- **Place field** : Sample From (NGOs) s in Sohag Governorate .

2- **Human field** : The Current Study was Applied with

Assist Non Governmental Organization (NGOs) to Plan to Market Their Services As Institutional Profession Inside (NGOs). in light Their Capabilities and Resources .

-Secondly: Study Goals :

The Main Goal As " to Testify the Relationship Between Professional Intervention for Social Work and to Assist (NGOs) to Promote Their Social Services .

The Sub- Goals As :

1- to Rise Awareness Among the Board Members in (NGOs) About Concept of Social Services Marketing

2- to Rise Awareness Among the Board Members Towards the Importance of Marketing for (NGOs).

3-to Assist (NGOs)to Plan Their Social Services Marketing in Light of the Following Indicators :

A- Planning for Type of Product (Service). B- to Price Product.

C- to Distribute or Provide Product.

D- To Promote the Product (Advertising)

E- To Share in Social Service Marketing .

4- to Identify the Obstacles Face (NGOs) to Market Their Services .

5- to Conclude to Suggested Perspective to Assist (NGOs) to Market Their Social Services .

- Thirdly:Study Hypothesis :

the Current Study Based on the Following Hypothesis , Main one As :

There is Inferred Statistical Differences Between Professional Intervention Program for Social Work to Assist (NGOs) to Promote Their Social Services .

There are Sub- Hypothesis As the Following :

1- There Is Inferred Statistical Differences Between Professional Intervention Program for Social Work to Assist (NGOs) to Rise Awareness for Concept of Social Services Marketing .

2-There Is Inferred Statistical Differences Between Professional Intervention Program for Social Work to Assist (NGOs) to Rise Awareness for Importance of Marketing for (NGOs).

3-There Is Inferred Statistical Differences Between Professional

-Firstly: Study Problem & Importance

Development Obstacle has Become One of the Essentially and Crucial Problem in Recent Days ,Where Discussions and Arguments Still Running About Especially on International , Regional and Local Levels , Also it Consider a Concern for Researchers and Others in Human Society in General . Non Governmental Organizations Deem a Crucial Part in Civil Society , that Able to Implement Importance Role to Make Development and to Provide People with Social Care .So There are Concerning in Activities and Programs , the Non Governmental Organizations Offering in Light Many Factors As:Their Increasing Numbers, Their Administrative Structures , Diversified Activities , Gradual Recession of Government Role in Social Care .

Beside Other Variables Such As Globalization,Communication Revolution ..etc,Increasing in Beneficiaries of Social Care,Despite of the Crucial Roles that Organizations Made in Development Levels Especially to Offer Social Services , But the Majority are Non Active and their Activities are Traditional and Non Innovative One.Many Stop Because External or Internal Factors .

So That Many Researchers Made Recommendations and Suggestions to Enhance That Structures to Compete with Worldwide Non Governmental Organizations , Also to Compete with Governmental & Private Sectors .

So That Organizations Must Apply the Marketing Concept and Implementing Strategic Planning to Promote and to Sell Their Services . So That Organization Has to Apply the Modern Trends in Management to Administer Social Services , Especially to Apply Service Marketing Concept and to Avoid Randomly Decisions. It Assists Them to Determines Their Vision and to Identify Their Marketing Opportunities . Also to Specify the Strength & Weakness Aspects in Their Projects , So They Can Seek to Funds or Finance for Their Projects and Programs . in the End to Reach to Customer Satisfaction in High Quality and Moderate Prices .

Social Work profession Can Contribute Effectively to Help or

- **The Summary :**



Fayoum University
Faculty of Social Work
Section of Development & Planning

*Social Work Professional Intervention and Helping of Non –
Governmental Organizations in Planning for Marketing its Services*

One of the Requirements of Getting the PhD Degree in Social Work

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