Planned Parenthood

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**Abstract**

This research paper is about a nonprofit organization called Planned Parenthood. The research paper goes over what the organization is all about, SWOT analysis of the organization, the four P’s in marketing, a competitive analysis and staffing and volunteers for Planned Parenthood.

For the marketing for non for profit class, students had to choose a topic on a non for profit organization and research this company. For my non for profit organization I happened to choose Planned Parenthood. The reason I chose this organization and not the others is because I have heard much about Planned Parenthood but never had the full knowledge on them. I know many people that have used or are still using services and products provided by Planned Parenthood. This is my opportunity to become more educated on this non for profit organization.

America’s first birth control clinic was opened by Margaret Higgins Sanger in 1916. Sanger struggled with the government and the Roman Catholic Church to legalize the use of birth control. The main focus on Sangers point of view was not to have immigrants and slaves reproduce and allow birth control options to stop them from having children. Margaret Sanger would say “a free race cannot be born of slave mothers.” In 1939 Birth Control Clinical Research Bureau and the Birth Control league came together and became the Planned Parenthood Federation of America (West’s, 2005). Sanger would travel to rural areas and incorporate birth control programs in different health clinics.

Planned Parenthood is a non for profit organization that helps many people not only in the United States of America but around the whole world. This nonprofit organization provides the public with information and services on reproductive health care and sex education at an affordable fee. Planned Parenthood provides a range of services “to 5 million women, men and adolescents worldwide each year” (Planned, 2010). These services include, “birth control, [abortion](http://people.howstuffworks.com/abortion.htm), sexually transmitted disease testing, and relevant cancer screenings (e.g. breast, cervix and testicular)” (How). The wide range of services Sates that Planned Parenthood offers and over 750 locations in the United, the nonprofit organization makes it quite effortless for one to go and take a visit.

On the website of Planned Parenthood, the mission statement of the organization is stated. “Planned Parenthood believes in the fundamental right of each individual, throughout the world, to manage his or her fertility, regardless of the individual's income, marital status, race, ethnicity, sexual orientation, age, national origin, or residence. We believe that respect and value for diversity in all aspects of our organization are essential to our well-being. We believe that reproductive self-determination must be voluntary and preserve the individual's right to privacy. We further believe that such self-determination will contribute to an enhancement of the quality of life and strong family relationships” (Planned, 2010). The mission statement shows to the public that they can be trusted. Planned Parenthood does not have an option but offers education and options for one can make their own decision in regards to their health and sex.

**SWOT Analysis**

There are multiple of strengths, weakness, opportunities and threats that represent Planned Parenthood.

**Strengths**

Low cost health care is a major strength for this nonprofit organization. "For an average of about $160 a year, patients can receive preventive health services such as birth control, condoms, Pap smears and breast exams, testing (for sexually transmitted diseases) and diabetes exams" (Joann, 2005). With health care costs and medical insurance costs on the rise, Planned Parenthood is the perfect place to go for the ones with no medical insurance.

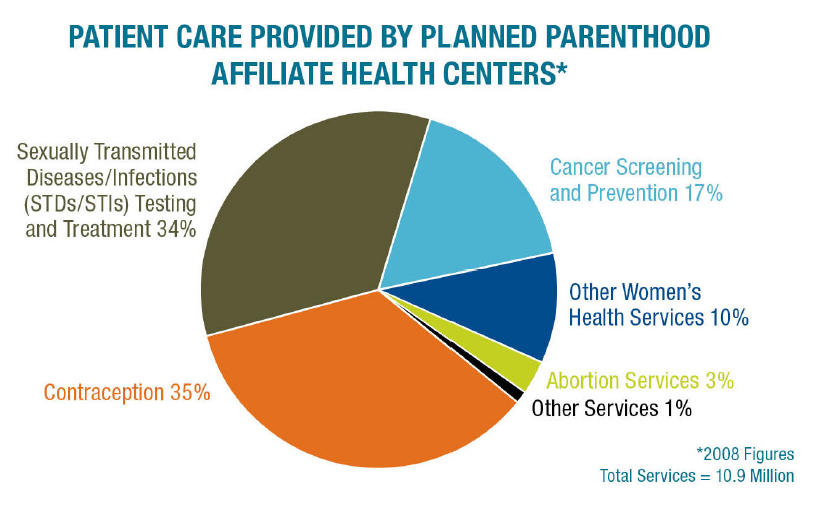
Another strength Planned Parenthood has is that the non for profit organization does not have opinions on issues. Planned Parenthood has made a reputation that they are there to provide education, advocate and offer services when their patient has chosen the best option for themselves. Planned Parenthood does not lean toward one option over another option. Their doctors and staff make sure the patient has all of the information on different options that is needed to make the best choice.

The wide range of services and products offered at Planned Parenthood location is a great strength that the organization has. Not only does Planned Parenthood provide condoms, but 97% of the services that the organizations offers is other birth control options, HIV/AIDS testing, PAP smears, pregnancy testing, abortion, diabetes testing, the morning after pill, flu vaccines, tetnus vaccines, thyroid screenings, and so much more (Joann, 2005).

Planned Parenthood works hard on educating the public on sex education. This nonprofit organization provides “educational programs to more than one million young people and adults each year” (Planned, 2010).

**Weaknesses**

Planned Parenthood provides abortion. Abortion is both a strength and a weakness for the nonprofit organization. This reason that it a weakness is because many people in the public do not look at abortion as a positive service. “In 2010, Planned Parenthood conducted a total of 329, 445 abortion procedures (Lowen). That looks like a huge number but 329,445 abortions is only 3% of the services that they provide (Lowen).



The nonprofit organization has a numerous accounts of deaths that have been displayed to the public through media. With abortion procedures, there are many articles that state the death because of negligent work. One article describes a lawsuit against the organization for a girl that died from bleeding to death after her abortion at Planned Parenthood. “Because doctors were unable to staunch the bleeding, Lopez was taken to Women's and Children's Hospital at County-USC Medical Center, where an emergency hysterectomy was performed, according to a report by the Los Angeles County coroner. She died at 2:45 p.m. of trauma from the procedure, the coroner's report said (Hymon, 2003). Another patient Tonya Reaves, who was in her second trimester, was scheduled for a D&E abortion. This type of abortion requires the physician to dismember the infant and take it out in pieces. Tonya died 5 hours after her procedure in a nearby hospital. She “suffered from an incomplete abortion. Pieces of placenta were still attached to the inside of her uterus, had a 3/16 inch perforation in her uterus near impression marks that appeared to have been made by forceps, instruments typically used during a D&E abortion, had one to one-and-a-half liters of blood and blood clots inside her abdominal cavity (American’s).

**Opportunities**

Planned Parenthood has several opportunities in the future ahead. One of these opportunities is technology. New technology comes out all of the time. Everyday Planned Parenthood can use new technology to be seen in the public. Planned Parenthood came up with an idea to put QR codes on condoms and donate the condoms out to colleges and universities. This was designed to have students be proud of practicing safe sex (When, 2012). When the QR code is scanned it brings the user to wheredidyouwearit.com and they are able to check in where they wore the condom. The program was meant to encourage safe sex.

New technology does not appear only in media but also in the clinic. Doctors are working around the clock for new cures and medications. There is no knowing of what the future can bring. As of right now, Planned Parenthood can do breast cancer screening but they have to refer out to do mammograms (Riler, 2012). New technology can allow inventing a mammogram machine at a low cost rate so Planned Parenthood can afford put into their clinics.

**Threats**

One of the biggest threats that Planned Parenthood faces is the government cutting funds. Joanna DeLuna wrote an article for the Knight Rider Tribune that explains how Planned Parenthood took a government funding cut in 2005. Planned Parenthood, a non-FQHC, will take a cut of approximately $271,000 for the upcoming eight-month period” (Joann, 2005). Cutting government funding can not only hurt the government but the public as well. With less funding, the organization is forced to cut back on staff, increase prices and can cause a waiting lists for services and products.

**The Four P’s of Marketing Analysis**

**Product**

The patient/costumer of Planned Parenthood is looking for services and products regarding family planning and their health. Planned Parenthood provides these services by educating patient on different health options, birth control and provides low cost medical assistance. One service that Planned Parenthood is missing out on is the ability of doing mammograms in the clinics.

**Place**

With over 750 locations in the United States alone, it is more than easy to find a local Planned Parenthood clinic in the area. “New research released by Protecting Black Life (an outreach of Life Issues Institute) reveals that 79% of Planned Parenthood’s surgical abortion facilities are located within walking distance of African American and/or Hispanic/Latino communities” (Ertelt, 2012). This organization should set up more locations in other parts of the country. Planned Parenthood is working with the stereotype that African Americans and Hispanics are low income and are in more need of medical assistants and abortions. Planned Parenthood should set up facilities near colleges and universities to encourage all young people to visit for sex guidance, health screenings and sex protection.

**Price**

The value of the services that Planned Parenthood provides to its patients is highly valued. Doctors these days are not cheap. This nonprofit organization helps people to afford protection and other health services at a low cost. The products and services are cost sensitive for the client because the main reason why someone would come to a Planned Parenthood clinic is because they cannot afford other health care. If Planned Parenthood would increase their pricing on services, they would lose many of their patients and clients. Planned Parenthoods market depends on having products and services at an affordable price.

**Promotion**

Planned Parenthood has been promoting itself mainly in African American communities. “Planned Parenthood clinics have been strategically located in proximity to black neighborhoods and schools” (Parkert, 2008). With promoting to the majority of blacks, Planned Parenthood is losing the occasion to promote themselves to others in the community.

According to U.S. News, the peak month of conception is in December making most babies born in September (Rufus, 2011). With these statistics, Planned Parenthood should make an extra leap of promotion to the public during the holidays in December and early January. This can cause Planned Parenthood o get an increase of sales of birth control in December and it can have an increase of pregnancy screening and HIV/AIDS screenings in January.

**Competitors**

**Advocates for Youth**

Advocates for Youth is also a nonprofit organization that education the public on sex. Advocates for Youth supply education materials to teachers, students and anyone who is need to have more information about a sex health topic. The difference between Planned Parenthood and Advocated for Youth is that Advocates for Youth do not provide clinical services and do not have locations where the community can go to if they need help. The website provides lesson plans for teachers and parents to help teach children about sex where Planned Parenthood does not have a page like this on their website. (Advocates, 2008)

**Choice USA**

Choice USA is another nonprofit organization that is a Planned Parenthood competitor. They are a pro choice organization. This means that they are giving sex education to community members with no opinion on what their beliefs are. They educate on everything from abstinence, protection and abortion. They care on educating the public about different choices hat they have no matter what race, age or religion. (Choice)

**Pro Choice America**

Pro Choice America is a nonprofit that is a competitor to Planned Parenthood. “Fortune Magazine has described NARAL Pro-Choice America as ‘one of the top 10 advocacy groups in America’” (Pro-Choice, 2013). With looking through the website, pro Choice America talks a lot about abortion. This is something that Planned Parenthood agrees with but on the website, the do not talk much about abortion. It looks like Pro-Choice America is proud of abortion and fights to have it be accepted in the community.

**Volunteers and Staff**

Planned Parenthood is highly condensed with over 30,000 staff members and staff. These members of Planned Parenthood help out in different clinics, special charity events and education appearances The 30,000 members help over five million people a year with their sexual health. (Planned, 2010).

All in all, Planned Parenthood has been around in the United States for decades to help men and women to make the right choices in regards to their sexual health. As the organization grew, so did the number of locations, the staff, volunteers and the patients. Planned Parenthood helps advocate without give an opinion on what is right and what is wrong. They are there to provide services to the public at a low cost so it is easy for everyone to afford.

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