



Contribution ID: 12

Type: Abstract for Poster

## **An assessment of Blue Ocean Strategy and donor base expansion in Christian INGOs in Kenya**

Blue Ocean strategy has been adopted by for-profit organizations for more than a decade now. It is a radical approach to strategy that offers a combination of tools, frameworks and implementation aids that enable organizations grow rapidly and creatively. At the center of the Blue Ocean Strategy is the notion that the competition is rendered irrelevant. It is only recently that this approach has begun being adopted in the not-for-profit NGOs. In a sector such as this, with competing or similar causes to support, donors are increasingly exploring an array of causes they would consider supporting. With the increasing competition for the 'share of wallet' of donors, and need to remain relevant and active, not-for-profit NGOs may need to create new competencies in order to create a new donor base demand or grow their portfolio with existing donors. This paper seeks to assess whether Christian INGOs in Kenya have indeed adopted the Blue Ocean Strategy in growing their donor bases and if so, to what extent. A desktop research will be carried out using the descriptive research design. Secondary data will be reviewed from the online libraries and websites of Christian INGOs operating in Kenya. Data from libraries of international organizations such as the World Bank and IFC and Kenya government bodies such as the NGO Board will also be considered. Data will be analyzed through descriptive and referential statistics. The population of the study will comprise of Christian INGOs operating in Kenya, who have demonstrated a growth in their donor base over the last 10 years. This study will add to the increasing new knowledge on the adoption of innovative ways in the growth and expansion of the donor base of Christian INGOs.

### **Key Words**

Blue Ocean Strategy, Christian INGOs, Donor base expansion, Donor base demand, Value Innovation

**Primary authors:** Mrs NJEREMANI, Ruth; Dr KIPCHUMBA, Simon (Kabarak University)

**Track Classification:** Management science, Strategic Management, Procurement