

the socialisation of the employee and how he perceives himself as part of the organisation.

Employees who feel that they are a part of a larger and more important purpose that they share with other employees are more likely to feel this sense of satisfaction.

Ethics plays a large role in how The American Cancer Society is managed. Ethics are the morally acceptable principles that guide decision making. When donations are sent to the charity, it means the person donating is believing in the good impact it may cause on others' lives. The people that donate are the ones that believe in saving lives and consider the donations as good. Although, some people would never donate, most people would think it's wrong not to donate. This is because of the ethics it carries. There is no clear 'right' or 'wrong' in this situation but it is ethically right to donate and save lives.

Change is the forces that affect the business plan/activity. The American Cancer Society managers think about the changes they need and how is it going to be successful. A disadvantage of changes is the misunderstanding of donators. When people come to donate, they don't know where the money is going, how will it help, and what if the money is used for a bad cause. This is affected by the way the managers change because of the forces that pressure the charity to fail. The advantage of the name "The American Cancer Society" is that the donators know exactly what propose it serves. The organisation states America and cancer so it is predictable that the charity is for a cancer cause.

For the short term, The American Cancer Society provides funds that will help cancer research, but when cancer is finally curable, it will fail. For the long term, The American Cancer Society will relieve all people of cancer. The Strategy should be included in advertisements and getting people to want to donate for this cause. Culture is what makes America appreciate the charity. Ethics will impact the donators by believing it's coming from a good cause. Last, change is what the charity does to succeed. Stakeholders may be other organisations, groups or individuals that are affected by the charity. Strategic management involves satisfying stakeholders that are essential to a nonprofit's success because stakeholders support the overall movement of a nonprofit organisation.