

## L UKEMIA AND LYMPHOMA SOCIETY

### DISCUSSION QUESTIONS

1. What are some of the special challenges managers face in not-for-profit enterprises?
2. Can the same sorts of management techniques be applied in profit and not-for-profit firms?
3. What are the distinctive competencies of LLS? Do these competencies provide an advantage to the company or do their competitors also share these strengths?
4. One of the problems facing LLS is the retention of donors and participants. What are some of new ideas LLS could use to address this problems?
5. The case cites research that larger organizations are more successful in fundraising than small organizations, yet LLS has no national advertising campaign. Are they missing an opportunity? What are the advantages, if any, of only using local campaigns?
6. Do you see anything in their process that might be useful when applied to research in for-profit companies?
7. What can for-profit organizations learn from LLS regarding customer services?
8. What are some new ways LLS can raise funds for research and other purposes, beyond what they are already doing?
9. The pharmaceutical industry is looking forward to an aging population as a way to increase revenues and profits. Are there any ethical issues associated with this attitude? Is it acceptable to look forward to increased illness as a way to make money?
10. Are the other cancer fundraising organizations really competitors? If they are, then how should LLS develop strategies to beat them? If not, then what are they and how should LLS consider them when devising its strategies?
11. Should LLS consider a merger with another organization? If so, which one and why?