

**Statement:** I've been studying on the diversity areas, in order to encourage the cultural exchanges at international level. After talked with many of my friends, I have realized that many people do not really understand non-profit organizations, which is an important platform for people to have international cultural exchanges. NPOs need to find an appropriate way to manage their public image and make a communications strategy. Therefore, I changed my topic into a new one. I am continuing using diverse culture theory that I learned before, and collecting more data.

**Research Theme:** Strategic Communications Planning for Non-profit Organizations

**Research Background:** The phenomena of declining birthrate and aging population in Japan has become increasingly serious, that's the reason why Japanese government has eased restrictions on foreigners, in order to make up for the lack of labor in the market. Japan's current situation will be continued or even be worse. Therefore, the foreigner-gathering areas could be more and more. Along with this phenomenon, culture frictions could be existed between Japanese and foreigners. And non-profit organizations work for international collaboration could be an essential means to create a friendly environment. However, NPOs belong to this category are only four hundred or so, which is only a small part of the total number of NPOs. According to a survey from Internet in 2015, which is conducted by Seresu Company, there are over eighty percent of the interviewees have heard about NPO, but not actually understand what NPO do. Almost thirty percent of interviewees have good impressions on NPO, and ten percent of interviewees have bad attitude toward NPO.

**Research Contents:** Due to the different history and developing conditions of NPOs in different place, I would like to choose Japan, China and the United States to distribute questionnaires, to find out public recognition in each country. Trying to collect adequate and effective samples and find some different strategic communications approaches by compare analysis. The questionnaires are going to find out three main questions. 1. How do they see NPO? 2. In what way do they know NPO? 3. In what way would they like to participate in NPO? I will try to set up a series of related questions to find out reasonable answers to these three research questions. The questions will be from 15 to 20, make respondents able to fill out survey quickly in three minutes. In addition, the questions on the questionnaires will be designed to be easy to answer and do not violate respondents' privacy.

Second part of my collecting material is my interview result with chairman from Center for International Youth Exchange and International Exchange Organization. These two organizations are dedicated into the field of international cultural exchanges and also have rich experience in advocacy. Compare the survey results from general audience with organizations' management plan, find out the problems and try to improve them. Finally, summarize the communication and publicity theories that could be used for non-profit organizations, analyze the collecting data, and then try to provide some scientific, reasonable and practical plans for non-profit organization, especially for those NPOs classified in international exchange category.