

CASE STUDY

Not for Profit Sector – Community

Challenge

NFPC has historically relied on government funding to support its operations and service delivery throughout Queensland. This funding has recently been reduced and the organisation needed to understand the fundraising and marketing landscape in order to prepare and position itself to secure alternative revenue streams.

Actions

Market Savvy was engaged by the organisation to provide the management team with relevant information and realistic expectations regarding fundraising and marketing opportunities available to them and the expected costs associated with each activity.

1. The first activity that we undertook was to conduct a series of management and board workshops to provide advice and information and to understand the historical activities and resources of the organisation
2. Then we developed a strategic marketing and fundraising plan across a number of developmental stages to allow for circulation, input, education and knowledge transfer
3. The plan combined both awareness-raising and fundraising activities to maximise use of limited resources
4. Once the plan was finalised we conducted a board presentation to convey and confirm the final recommendations of the strategic plan and then we worked at the operational level to develop action plans. This ensured that understanding and support was strong across governance and the day-to-day activities of the organisation
5. The action plans focussed on increasing awareness with internal and external stakeholders, growing the organisation's database, structuring gifting levels from ad hoc through to major gifts, regular giving and bequests
6. We worked with the General Manager to appoint a suitably qualified fundraising officer and provide ongoing mentoring to this person to ensure activities are maintained with experienced guidance and access to our strong marketing and fundraising knowledge and expertise

Outcomes

These activities, conducted over an eight month period, have accomplished the following:

- Identified existing and potential target audiences
- Developed regular communication program with stakeholders
- Established fundraising structures

- Engaged all employees in marketing and fundraising methods to ensure consistency across the organisation
- Introduced giving opportunities to target audiences
- Developed fundraising materials
- Established an ongoing low cost resource to maintain fundraising activities
- Strengthened financial positioned of the organisation through education, advice and structures
- Already experienced increased funds donated to the organisation
- Repositioned the brand as needed funds from external sources and not reliant on government support

For more information about creating an effective and efficient marketing, communications and fundraising program, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au .

Best wishes

Megan

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