

# CASE STUDY

## *Not for Profit Sector – Disability*

### Challenge

A well-established disability organisation required assistance to establish a comprehensive business marketing and fundraising plan to secure funding and to raise awareness among target audiences.

### Actions

Market Savvy worked with the management team of the organisation to develop a business plan to guide and support the growth of the organisation for the next 10 years.

1. The first activity that we undertook was to conduct various planning and information-gathering sessions with the organisation including staff members, clients, families, current donors and supporters, board members and funding providers
2. We then developed sections of the plan with engagement from relevant parties to accurately meet the needs of the organisation
3. The plan was finalised and leveraged to secure \$500K for the organisation – these funds are being used to establish a purpose-built and fully-owned premises for the organisation with rental income and future security
4. We then developed an operational marketing plan to establish brand building activities, marketing materials and strategies for gaining further profile and financial support for the organisation
5. We provide ongoing mentoring to the internal marketing team within the organisation to maintain momentum and to provide cost-effective guidance at all times

### Outcomes

These activities, conducted over a 12 month period, have accomplished the following:

- Clear direction, objectives and growth strategies for the organisation
- Successful funding of \$500,000 to build the organisation's own premises
- Increased awareness and funding
- Increased internal knowledge and engagement across the organisation
- Ongoing high level advice and support for the organisation
- New opportunities to increase revenue and supporters

For more information about creating effective business and marketing strategies, please contact me on 07 3899 8335 or email [megan@marketsavvy.com.au](mailto:megan@marketsavvy.com.au) .

Best wishes

*Megan*

**SPECIAL REQUEST:**

*You are welcome to use this article for information or education purposes, however please remember to attribute Megan Walker or Market Savvy as the author. Thanks.*