

# CASE STUDY

## *Not for Profit Sector – Health*

### Challenge

NFPH was seeking to increase profile with internal and external stakeholders, and funds from philanthropic and traditional sources. However the organisation did not have a consistent brand in place, very few people knew about the organisation or its work, there were no marketing materials and the website was unclear and difficult to navigate.

### Actions

1. The first activity I undertook was to develop a clear and professional brand that supported the organisation's mission and worked in with other supporting agencies
2. The second activity involved aligning the organisation with a group of photography students to take professional images of the organisation's work. With the images we were able to communicate effectively to internal and external audiences about the work of the organisation, the people involved and the lives that were touched
3. We then developed a professional stationery suite, a series of brochures and a case for support – all using the visual stories captured by the photography students
4. The content from the marketing materials was then expanded and supported the development of a professional website with clear navigation and attractive elements, again following a story-telling theme
5. The images were presented to the organisation's board and management team along with key message cards so that consistent messages were being distributed among wider audiences through the organisation's ambassadors
6. We established a group of interested supporters and also provided them with regular information to disseminate among their colleagues and contacts
7. We conducted a consistent and effective public relations program of information events and newsworthy pieces to local outlets. We secured a significant media partnership worth \$520K per year to support the awareness raising objectives of the organisation as well
8. From a fundraising perspective, I worked with leaders of the organisation to secure a significant government grant (\$10 million) which was leveraged to create \$25 million of donated funds through a major gifts program
9. I also established a regular communication program with donors and supporters, direct mail campaigns and fundraising events to continually support the ongoing needs of the organisation

## Outcomes

These activities, conducted over an 18 month period, accomplished the following:

- Increased awareness of NFPH with target audiences
- Increased following of the organisation
- Secured significant media partner \$520K per annum
- Ensured consistent key messages and loyal following across stakeholder groups
- Developed a strong brand
- Created useful and supporting marketing materials
- Secured significant funds for the organisation \$25 million within 18 months

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](mailto:megan@marketsavvy.com.au) .

Best wishes

*Megan*

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