

MARKETSAVVY[®] COMMUNITY

*Powerful, integrated marketing, communications
and fundraising for Not For Profits*

What makes us savvy?



Market Savvy Community is a marketing firm established in 2007 by Megan Walker, based in Brisbane and serving Not For Profit organisations all over South-East Queensland.

Our team has extensive experience working with the NFP sector from the corporate, internal and consulting angles.

We are committed to increasing the profile and viability of community organisations in Australia.

Offering an all-important commercial perspective, we know what works and what to avoid.

We can help you when ...

- 1** Your organisation needs to build a strong profile and attract support.
- 2** Your marketing and fundraising activities are missing or mismatched.
- 3** Your stories need definition and impact.
- 4** Your funding has changed and you need commercial savvy.

Services tailored for Not For Profits

- ✓ **Planning packages**
From stakeholder research and combined marketing and fundraising plans to training sessions and ongoing mentoring, our planning packages are tailored for Not For Profit organisations like yours.
- ✓ **Written materials**
With expert copywriting skills we'll create the right mix of emotive and factual information to convey your mission, need and request for support. Grant submissions, cases for support, direct mail, websites, annual reports and more.
- ✓ **Campaign management**
Includes our PR and Marketing Machine, our clever mix of traditional and social media marketing to cover all bases and raise your profile. We also design and manage various combinations of public relations campaigns, advertising campaigns and event management.
- ✓ **Training sessions**
Our half day tailored training sessions delivered by Megan Walker will help you and your team build skills in areas like negotiation, making presentations, networking and communicating your cause.

What our clients say...

"We were first introduced to Megan via a referral and she has certainly lived up to that recommendation. Her skills, knowledge and insight to fundraising and marketing within the NFP sector ensured the development of a strong and vibrant strategic plan to underpin our philanthropic future."

Mr Paul Murphy, General Manager, Holy Spirit Care Services

"I am very pleased to have had the assistance of Market Savvy. This work has clarified our marketing strategy, improved our media coverage, and increased the effectiveness of our advertising."

Dr Daniel McDiarmid, Managing Director, Global Philanthropic

"Market Savvy impressed me with the genuine interest, enthusiasm, and care shown in learning about our service and the people we support. That level of interest was captured and translated in the Business Case Plan and Marketing Plan, making both these documents very real, practical and achievable."

Ms Katrina Johnson, Director, Community Access and Transition Services

Contact Us

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