

# More Profitability BENCHMARKING



Here to help you make more informed decisions about strategy and investments in fundraising.

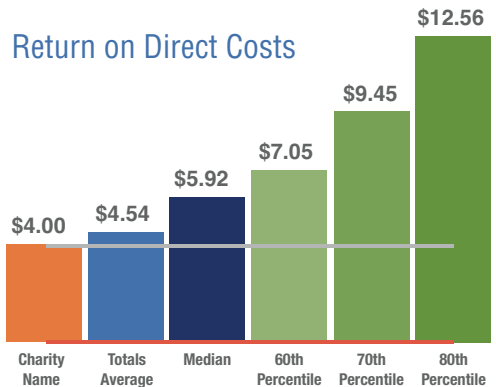
**More Profitability Benchmarking is the only benchmarking that gives you the full picture of your fundraising performance by looking at both income and full expenditure.**

We will compare your results to our macro data set of over 74 organisations representing \$5.5 billion income to show how you benchmark against the industry across key indicators including;

- Fundraising growth trends
- Cost income ratios
- Portfolio mix
- Return per FTE/staffing investment

## BY JOINING THE MORE PROFITABILITY BENCHMARKING YOU CAN:

- Set more accurate budgets
- Measure and report relative program performance to other charities
- Determine appropriate levels of investment in fundraising
- Demonstrate to Boards where you're doing well and where to focus effort
- Enhance Board understanding and confidence to invest in fundraising
- Review staff productivity
- Gain a view of your data that internal resources and expertise alone cannot see
- Get expert guidance and strategic advice from highly experienced and influential fundraisers



Our return charts show your returns on direct, staffing and full costs compared to industry mean, median and 60th-80th percentiles



# It's easy to get insights



- STEP 1** Complete our simple template showing income, direct costs and staffing spend
- STEP 2** 1-hour meeting to sanity check all data
- STEP 3** Insights and opportunities revealed via over 400 charts and a 2-hour workshop with industry leading consultants Martin Paul and Ruth Wicks

## PRICING – the best investment you could make!

There are 2 x packages available – **report only** and the **full insights package** which includes a 2 hour presentation on the strategic implications and opportunities in your benchmarking;

|                            | Insights | Report  |
|----------------------------|----------|---------|
| Overall Fundraising        | ✓        | ✓       |
| Compare to macro data      | ✓        | ✓       |
| Individual Program Reports | ✓        | ✓       |
| 5 year Trends              | ✓        | ✓       |
| Fundraising Success Survey | ✓        |         |
| 2 hour Presentation        | ✓        |         |
| Investment                 | \$4,000  | \$2,000 |
| FIA Member Investment      | \$3,200  | \$2,000 |

Insights package features comprehensive 25 page reports on each of the following areas of fundraising:



*“We have found More Profitability Benchmarking to be extremely useful in assessing our performance across the various fundraising income streams versus the sector in a transparent, informative way.*

*It is not only the data itself that is enlightening but also the actual presentation – the More Strategic team’s considerable knowledge of sector trends is invaluable in providing context and indicating key learnings specific to our performance – we share these with our executive and board annually.”*

- Anne Johnston,  
Children’s Cancer Institute

## Get involved!

Call us on 0435 306 202

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Visit [www.morestrategic.com.au](http://www.morestrategic.com.au)

