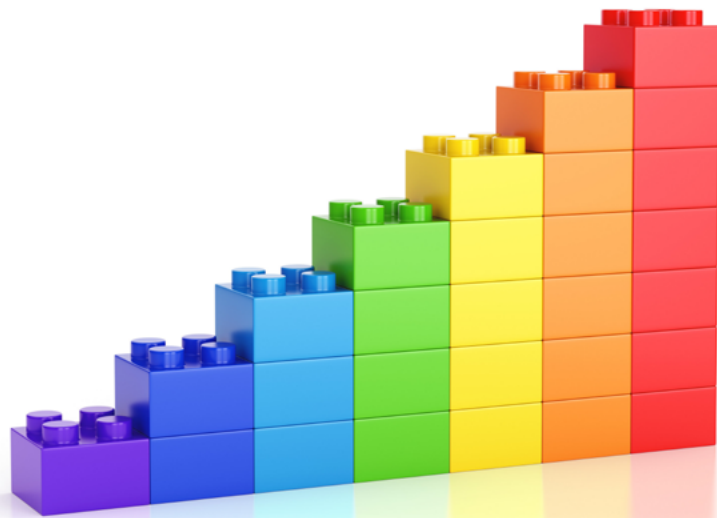


How we can help

Do More Good





More Strategic is Australia's leading fundraising, research and experience management consultancy specialising in insight-driven strategies for not-for-profits.

More Strategic has conducted research on behalf of many of Australia's largest and most respected charities. We have a particular passion for collaborative research that is beneficial to the whole charity sector.



Fundraising Strategy

Program strategies
Practice audits
Predictive modelling
Benchmarking
Analysis



Experience Management

Program strategies
Practice audits
Predictive modelling
Benchmarking
Analysis



Fundraising Strategy

Program strategies
Practice audits
Predictive modelling
Benchmarking
Analysis

"More Strategic are truly a rare find. They can tackle projects from a strategic perspective, adding the value of research and analytics, brand impact and understanding, all the way to the broader supporter experience. They deliver results that are both meaningful and successful. I have no hesitation recommending the team at More Strategic"

Lisa Allan,
Head of Fundraising,
The Smith Family.

More good

We love working with not-for-profit organisations to get more people to do more for your cause.

We have a proven track record of accelerating growth and revolutionising fundraising programs through our tailor-made consultancy.

We are

Experienced leaders – we have all managed large fundraising and marketing teams in complex organisations. We know how hard it is.

Insight-driven – we have conducted more research into supporter behaviour than anyone else in Australia. We know why people do what they do.

Holistic approach – we understand the integration and reliance between fundraising, brand and services marketing. We join the dots.

Mindset – we are natural born optimists, solution focussed, curious and commercially minded. We want to see measurable outcomes.

Likeable – we are decent, authentic people, passionately committed to changing the world. Our work is serious, but we always make time to laugh.

Our team



martin@morestrategic.com.au
0435 3026 202

Martin Paul

Fellow Fundraising Institute Australia

- Sophisticated survey and research development
- Application of behavioural science and nudges
- Strategic leadership
- LEGO Serious Play facilitation
- Organisational collaboration
- Benchmarking and relative performance



ruth@morestrategic.com.au
0404 041 021

Ruth Wicks

Fellow Fundraising Institute Australia

- Strategic development
- Individual giving strategies and modelling
- Mid value program strategy and research
- Proposition and event development
- Research insights and analysis



lisa@morestrategic.com.au
0402 311 636

Lisa Kastaniotis

CFRE

- Skills assessment
- Organisational culture, structure, and change
- Strategic fundraising planning
- Supporter experience management and culture

The More Tribe

As part of More Strategic, we can also draw upon the unique talents of our tribe, including:



Gavin Coopey
More Insight



Karen Armstrong
More Impact



Megan Maya
More Impact



Katynka Powning
More Impact

Quality
Leads

Supporter Engagement Survey



What it is

A finely honed, influential supporter survey to drive Gift In Will, Mid Value and other leads whilst delivering powerful, actionable insights.

Use it to

- Better understand who your supporters are and why they do what they do
- Generate more leads for bequests, mid donors and community fundraising through the application of behavioural science nudges
- Benchmark your performance by supporter type against other charities
- Identify what your supporters want to hear about and how your communications could improve
- Identify potential motivational segments that require different content

What you get

- Fully designed, customised, personalised, branded online survey with multiple pathways based on data and responses
- Access to our expertise having run over 50 survey projects and heard from 155,000 supporters in the past three years
- Average response rates of 4.3% with bequest leads rates of 13%
- Detailed presentation of findings, including benchmarking, driver analysis and segment based cross- tabs

Modules and Pricing




Simple

Tried and tested nudge questions for leads
5-7 Bespoke questions
Automated acknowledgement
Insights

For organisations with smaller databases

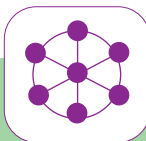
\$12,500



Smart

Simple +
7-10 bespoke questions
Variable asks
Bequest priming and reconfirmation
Variable content in acknowledgement emails
3 x cross tab analysis

\$17,000



Sophisticated

Smart +
Primer emails
Audience specific questions
Variable testimonials
Nudge tests
Bequest pipeline progress
Online will leads
Multiple tailored acknowledgement emails
5 x cross- tabs, text analysis

\$21,500

Compare
ROI

More Profitability Benchmarking



What it is

Australia's only fundraising benchmarking that compares return on investment across eight types of fundraising.

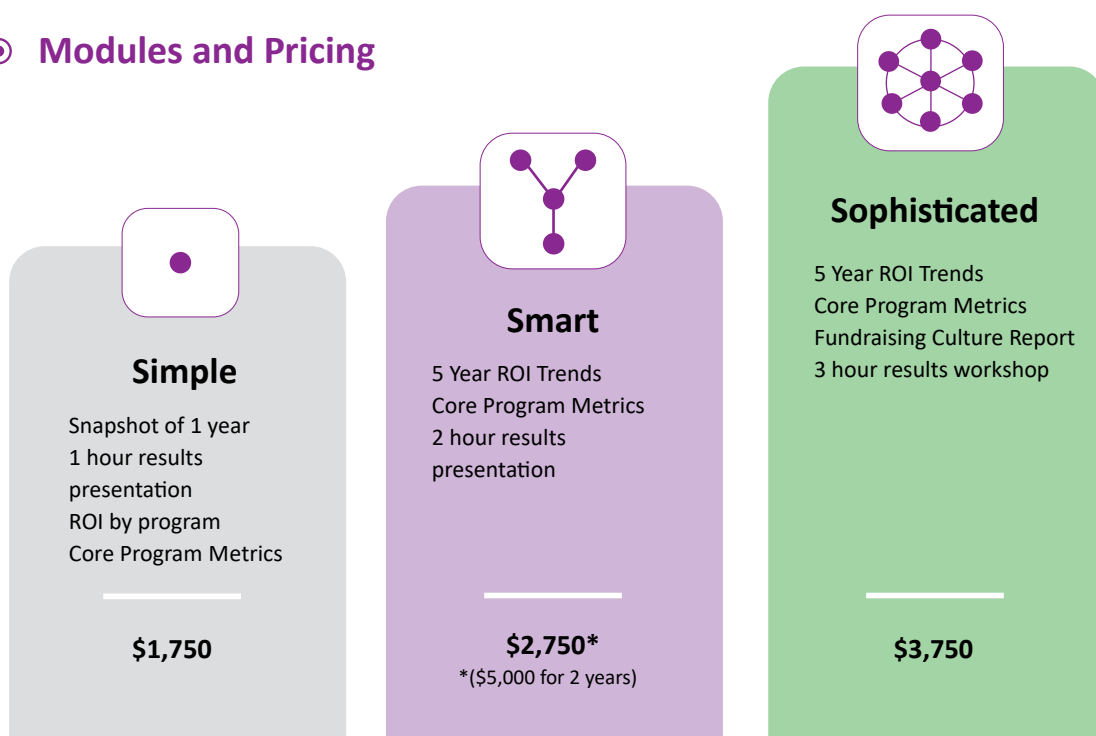
Use it to

- Set realistic return on investment [ROI] expectations and budgets
- Ensure your ROI is keeping up with the market
- Determine where to invest for best returns
- Refine your fundraising mix
- Review the number of relationships managed by each staff member
- Make a compelling case for investment in staff
- Understand how the change in your supporter database compares to others
- Increase confidence in and understanding of, fundraising at a Board and leadership level

What you get

- Deep analysis of your performance and future opportunities
- Presentation of findings by renowned fundraising experts
- Comprehensive reports with summary dashboards

Modules and Pricing



Commitment
to invest

Strategy Development



What it is

A clear plan of action to deliver your fundraising ambitions that achieve your mission.

Use it to

- Create a compelling case for investment / support for fundraising
- Set an agreed, clear direction that everyone supports
- Establish evidence-based and benchmarked evaluations
- Ensure Board support for investment in long-term strategic options
- Mobilise your team and organisation around a shared goal
- Develop a deeper knowledge of the market and how your organisation needs to adapt


We work with you to

- Understand your unique situation, ambitions and culture
- Uncover insights about your existing and potential supporters, their motivations and needs
- Audit your practices and performance to identify
- Review your fundraising portfolio for effort and reward and assess future opportunities for potential and capability
- Evaluate the underlying enablers of success for your sustained growth
- Synthesize all findings into a simple, actionable set of recommendations

What you get

- An engaging workshop series that will inspire and energise your team
- Commitment from senior leadership / Board level through their active participation in the ambition setting
- Trusted advice from some of Australia's most respected fundraising strategists
- Direction, clear actions, projected returns and an invigorated team


Modules and Pricing



Simple

Leadership ambitions and buy-in
Audience insights and targets
Future fundraising portfolio
Success Enablers
Recommendations

\$9k to \$14k



Smart

Simple+
Benchmarking
Fundraising Success Survey
Best Practice Audit
Top line ROI model

\$12k to \$19k



Sophisticated

Smart +
Competitor analysis
Deep-dive workshops
Data analysis and insights
Forensic investment scenarios
Progress check-ins

\$19k+



Mid Value Strategy Development

⦿ What it is

The development of a clear and effective strategy to grow the value of your Mid-Value donor pool (those who typically donate \$1k to \$10k)

⦿ Why use it?

- Mid-Value is one of the fastest growing areas of fundraising
- Fewer people are making donations but those that do are giving more, and your Mid-Value program taps into this trend
- Mid-Value donors are different and require a tailored program
- Typical returns* are around 12 to 1 (*2022 Benchmarking data)

⦿ What you get

- A clear strategy to engage and grow a Mid-Value donor program
- Bespoke recommendations based on where you are in your Mid-Value development
- Tailored donor journey design with hyper-personalisation
- Qualitative insights into your donors' unique values and needs
- Access to our deep knowledge on Mid-Value donors from our recent large scale research project and subsequent strategy development with many leading organisations

Fast Feedback

⦿ What it is

Rapid feedback from supporters at critical moments in their journey that allow you to respond to their needs, improve performance and optimise lifetime value.

⦿ Why use it?

- Supporters are increasingly judging not-for-profits on how they are treated – the supporter experience is vital for retention and extension
- Seeking almost instant feedback gives you the opportunity to take corrective action before it's too late
- Measure and improve the quality of service and engagement delivered by your agencies
- Mystery shop at scale across hard to monitor channels

⦿ What you get

- Daily SMS and emails to new or contacted supporters (for example, across new Face to Face recruits or telemarketing contacts)
- Automated, tailored emails in response to their feedback
- Weekly tracking of results by agent, agency, supporter type, contact type
- The opportunity to improve supporter retention, upgrade and extension
- Evidence based valuable conversations with suppliers about quality (It's usually good!)





Skills and Structure

What it is

A systematic way to evaluate the skills your organisation has and needs for future growth, and a rigorous review of your ways of working to make the best use of talent.

Use it to

- Attract, retain and develop talent to drive fundraising success.
- Open up the talent pool by defining skills rather than experience
- Develop customised professional development plans based on skill acquisition and development
- Ensure your structure is fit for purpose in a changing world

What you get

- Evaluation of every team member's skills and potential development needs
- A report on underutilised skills and any future skills gaps that need closing
- A team manifesto, ways of working and clear future structure



Other Services

Over the past five years we have helped over 150 not-for-profits with their strategy, insights and supporter experiences. In addition, we have worked with organisations on:

Cost of Living

impacts through a six-monthly research project

Proposition development

for bequests, regular giving and appeals

Trends and scenario mapping

to stimulate new thinking in teams

Event development

and strategies to engage new audiences

LEGO Serious Play

for corporate partner relationships and team building

Research projects

on issues such as message framing, parental attitudes, and emergency donors

Collaborative research

into the Next Generation of donors; Mid-Value Supporters; Impacts of COVID; Australian Bushfires and Why People Stop Giving

Journey Mapping and the application of behavioural economics

Ready to Raise Board education sessions

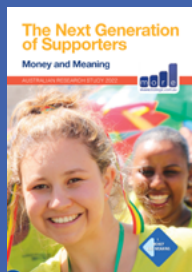
Free Publications and Insights to your Inbox

Through our research, benchmarking and experience working with hundreds of organisations, we have an abundance of evidence and insights to share with you.

Every year we review hundreds of annual reports and conduct extensive **sector benchmarking** to understand trends.

In 2022 we conducted Australia's deepest dive research into how Not-for-Profits need to adapt to engage the **Next Generation of Supporters**.

Scan the QR code to download the series.



In 2022 we also commenced a two year rolling study into the impact of the **Cost of Living Crisis** on Australian Donors. We have presented our findings through hugely popular webinars with the Fundraising Institute of Australia [FIA], and in great depth to our research partners.

Scan the QR code
to sign up for
regular insights on
fundraising trends



Get in touch today for a confidential conversation about how we can work together to transform your fundraising:

Email: martin@morestrategic.com.au | Mobile: 0435 306 202