
Case Study – Community Appeal

Business and Marketing Strategies



The Community Appeal funds one of the largest providers of community services in Victoria and Tasmania, along with other worthy community service programs.

As part of its commit to the community and not for profit sector, Sentric, through its Community Sentric arm worked for over 14 months with the organisation to develop its Business and Marketing strategies.

What the Organisation does – As the fundraising arm of a national body in Australia, Victoria and Tasmania, the Organisation is integral to the ministry of the church, sharing its vision and mission and acknowledging the spirit of generosity of human kind. It supports the mission of the church by running a variety of appeals and events to raise money.

The Organisation is the fundraising arm of the national body in Australia for Victoria and Tasmania, a part of the network of the Church agencies that deliver community services. Donations come into the Organisation and are paid out mostly via a grant making process to national body agencies and other community service groups external to the national body. The Organisation raises in excess of \$1.5 million annually.

The Organisation grants money to 30 national body agencies and 275 partner charities with the majority of the funding going to national body. Nationally this organisation is one of the largest non-government providers of community services in Australia. It has 35,000 staff – this is the same size as Australia Post; 24,000 volunteers and has 1,300 sites which is about a third the size of Coles.

The Organisations purpose is to support innovative and preventative community service programs that respond to urgent human need.

In 2011 Sentric joined their newly formed Ambassador Program aimed at bringing community focussed organisations and individuals together to assist both the Organisation and the community programs. The Organisation had a vision of growing to a national program and increasing its annual donation base from \$1.5 million annually to \$10 million within 5 years.

Sentric were asked to assist through the provision of Business Strategy and Marketing Strategy services and commenced the engagement with the team in 2012.

Approach



Using our Co-Creation approach and Outcome Management methodology, we engaged the key stakeholders of the organisation and commenced process of defining and base lining the current state of the organisation in terms of strategic plans, Initiatives across both business and marketing. Key to this was to understand the components of their business model and how it integrated to that of national body and other charities that provided similar services.

Parallel to this activity our marketing strategy team commenced the process of understanding their market space, high level objectives, differentiation factors and business capabilities and tools required to bridge the gap between current and future state objectives.



Once the business and marketing strategies were developed Sentric assisted the Organisation to establish the strategic outcomes and the means by which to baseline, measure and monitor the realisation of these outcomes. Using the Norton and Kaplan Balanced Scorecard framework Sentric assisted the Organisation to understand, define and map the perspectives that would be used to measure and manage the success of the strategic plan.

Deliverables

Sentric were asked to deliver the following:

- Development of the Organisations Business Strategy
- Development of the Organisations Marketing Strategy
- Plan to measure, manage and monitor Strategic Outcomes

Outcomes

Sentric assisted the Organisation to develop their 3 year business and marketing strategy and continue to work with the group within their Ambassador program for supporting the growth of their organisation across Australia.