Digital Fundraising Development Services

Your one-stop-shop for digital fundraising with Giving Architects & Clover Marketing

Who we are

We live in a digital world. So, if you don't have a digital presence, you're missing out on reaching a huge portion of your audience who would love to support your cause - if only they knew about it.

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Giving Architects and Clover Marketing have partnered together to make digital fundraising easy for you. Our team of digital strategists and digital marketing experts will join your team to help you achieve your fundraising goals.

Giving Architects are expert fundraising consultants who don't believe in onesize-fits-all when it comes to fundraising. Built on decades of combined experience, we understand the needs, nuances, unique characteristics and cultural aspects of philanthropy and impact investment in Australia and New Zealand. By becoming a vital part of your team, we empower you with effective giving solutions to amplify your donor relationships and maximise your impact.

Clover Marketing are making our mark on the nonprofit sector with our specialist digital marketing services. Our expert team, made up of graphic designers, marketing specialists, web developers, strategists and copywriters, have transformed the marketing strategies of 40+ organisations—both nonprofit and commercial.

Why choose us...

- Giving Architects and Clover Marketing bring combined fundraising and digital marketing expertise.
- We have proven expertise in raising millions of dollars for charities in New Zealand and Australia, with a fully equipped team in both countries.
- There is no cookie-cutter approach our strategies are customised for each organisation and are based on data and insights.
- End-to-end services in the digital space we audit your digital presence, create a tailored digital strategy, help you execute it, and provide comprehensive analytics and performance reports.



Our services

From audit to execution, all with our combined proven expertise



Digital Fundraising Readiness Assessment



2

Digital Strategy

Website analysis: a detailed review on traffic to your site with Google Analytics, including an overview of audience behaviours and key metrics analysis.

Social media analysis: primary and secondary digital target audiences, digital visibility and engagement review.

Analysis of eDM strategy and execution at present and engagement rates.

Preparation and delivery of report on recommendations.



Based on the feedback from phase one, Giving Architects will provide a bespoke strategy on how the client can leverage digital as a fundraising channel.

This will include

recommendations on paid and organic efforts that you can employ and the approach to take for long-term sustainable revenue generation.

The strategy will also cover how we'll be measuring the effectiveness of our digital efforts, with a regular reporting and measurement process.

Digital Strategy Execution

3

- Web Design & Development
- Marketing Automation •
- Social Media Management •
- Pay-Per-Click Advertising
- Search Engine Optimisation (SEO)
- Content creation
- Campaign Development (Appeals, Gifts in Wills, Regular Giving)

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Analytics & Reporting

Our team employs advanced analytics tools to meticulously track and analyse every aspect of your digital strategy, providing you with a deep understanding of user behaviour, campaign performance, and overall ROI.

Our Analytics & Reporting services ensure that you're not just running campaigns; you're constantly refining and optimising strategies for sustained success.

Our happy clients...

ChildFund New Zealand

Shweta Tomar Head of Marketing at ChildFund New Zealand

St John Giving WA

Nick Lamb Fundraising & Marketing Manager

Get in touch with us



Marie De Silva **Digital Marketing Consultant | Giving Architects** M - 022 531 0030 E - marie@givingarchitects.com



Mia Sisko

Founder & Head of Growth | Clover Marketing m: +61 493 134 736 | p: +61 3 8316 2408 e: mia@clovermarketing.com.au