



Full-service offering By Giving Architects & Precision Group

Data analysis + user training with Precision Group

- Custom-built Power Bi analytics reporting
- Optimising fundraising communications via attribution analysis across all channels and segments
- Ongoing insights and trend reporting ad hoc and/or in real-time
- Development of critical KPIs aligned with growth, retention, ROI, and LTV
- Development of revised segmentation with clear persona development and supporter journey mapping ('Current State' to 'Future State')

Informed fundraising strategy development + training with Giving Architects

The Fundraising Development Programme offered by Giving Architects is designed in three stages. Stage 01 involves a thorough Fundraising Development Readiness Assessment and development of a bespoke fundraising strategy for the organisation and stage 02 and 03 involves the implementation of the developed strategy.

We will consider all of the available channels and opportunities including individual giving, corporates, trusts and foundations, community and events.

The intended outcome of this assessment and implementation process is an informed and manageable fundraising growth strategy with a focus on medium to long-term outcomes.

Execution of strategy with Precision Group

A range of creative and production services are provided to recruit, engage and retain donors:

- Graphic design
- Copywriting
- Digital marketing
- Mail and fulfilment
- Print and production
- Donation processing