

Asmthma Foundation of NSW

www.asthmansw.org.au

Service

Design mission driven, holistic income generating strategies matched by resources and aspirations and realistic, measurable targets.

Scope

01 Consultancy

Supporting the board and senior management during transition between CEO's by acting as transition management while the Board conducted CEO search. The emphasis of this consultancy was on driving the fundraising and marketing strategy as well as providing support to the senior team and board during a difficult time of change. During these four months we evaluated a large scale, resource intensive direct mail campaign strategy which included seeking tenders from suitable providers and conducting board presentations leading to the selection of provider and build up in-house fundraising capacity.

02 Strategy

Devised long-term integrated income development strategy, including review of strategic goals and resources available, with an emphasis on corporate social investment.

This engagement built on previous work undertaken which focussed on developing an effective corporate social investment strategy as well as a diversified income development strategy to counteract over reliance on one or two dominant sources of income.

To establish a corporate partnerships programme the following steps were undertaken:

- Audit of existing relationships;
 - Review of resources including relevant staff;
 - Stakeholder engagement (staff, external partners, board & committees); and
 - Assistance with employment of corporate partnerships executive.
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Contact

If you would like to discuss any aspect of Momentum's services, please email ulrike@momentumpartnerships.com or call +612 9699 7427.