

# Annual Reports and Not for profits

Statement of capability



higgeldy **piggeldy**



## The challenges

Higgeldy Piggeldy appreciate the difficult environment in which not-for-profits operate in Australia. While striving to meet the needs of those it seeks to help, not-for-profits must also:

- > Meet strategic plan objectives, compliance and accreditation standards to qualify for funding
- > Differentiate in a crowded marketplace
- > Attract sponsorship and donations despite rising levels of donor fatigue and;
- > Engage skilled staff and volunteers to meet resource shortfalls

## Our approach

For many not-for-profit organisations the annual report will be the most comprehensive accumulation of information regarding services, results and achievements that they produce during the year.

Beyond the statutory requirements, a professionally designed and written report should be viewed as a key opportunity to present the organisation's unique values, promote success stories, acknowledge your existing supporters, donors and board members and in doing so attract other valuable partners and volunteers.

# Turn your annual report into a content marketing machine

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## Key objectives

- > Align with the business objectives of your strategic plan
  - > Showcase your organisations achievements
  - > Reflect your brand values and positioning
  - > Amplify your key messages across all channels
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## Program options

Higgeldy Piggeldy compile content for annual reports, such as success stories, and then re-purpose and distribute them across various communication channels such as email and social media.

### 6 month report program

- > Content creation
- > Manage print and electronic Annual report production

### 6 month communication program

- > Communication calendar
- > Content repurpose and distribution
- > Social media monitoring/management

## The program team

**Account manager** – Responsible for client liaison, customer satisfaction, quality control and reporting

**Project manager** – Ensures all projects meet time and budget requirements

**Marketing manager** – Ensures marketing strategies engage and nurture prospects and clients through the value journey/sales process.

**Brand manager / Art director** – Ensures all communications present a consistent style that aligns with the organisation's brand and visual guidelines.

**Systems integrator/engineer** – Advises on tactic integrations and platform options related to marketing activities.

### Additional members

Behind these project leads we have a team of graphic designers, web developers, photographers, videographers, copywriters, editors and proofreaders.

**Call today**  
**1300 714 512**

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OUR VISION

**To achieve great  
results for our clients  
through partnership  
and collaboration**

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Higgeldy Piggeldy are problem solvers, delivering solutions for digital and print that are functional, engaging and most importantly results focussed.

- > Identity and brand strategies
- > Marketing communications
- > Graphic design and web development services

Higgeldy Piggeldy Pty Ltd  
143 Beattie St, Balmain NSW 2041  
[www.higgeldypiggeldy.com.au](http://www.higgeldypiggeldy.com.au)

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