



OKP PHILANTHROPY & MARKETING

AUDIT & REVIEW

Professional services giving
valuable insight into people,
programs and performance



SOMETMES YOU HAVE TO LOOK BACK TO GET AHEAD

The Audit & Review is a strategic process of evaluation designed to enhance organisational performance and identify opportunities for growth. It comprises a thorough, independent and expert review of your success, challenges and current environment to define the best way forward.

Our approach embraces best practice, a collaborative framework, research and decades of experience in this space.

Organisations who engage OKP for this service receive a set of success-oriented recommendations that reflect their unique values, budget, available resources, market position, past achievements and future objectives.

"Experience, knowledge and honest evaluation are a magic combination with the power to expand horizons, drive innovation and unlock hidden potential."



The Audit & Review is one of OKP Philanthropy & Marketing’s most popular services and often the first point of engagement for organisations looking to get more out of their efforts.

We offer reviews across a number of areas including fundraising, marketing and social media.

WHEN DID YOU LAST **REVIEW** YOUR PEOPLE, PROGRAMS & PERFORMANCE?

Scope of Services

	Department Review	Program Performance	People	Systems & Procedures	Collateral
Business Review	✓	✓	✓	✓	✓
Fundraising Audit	✓	✓	✓	✓	✓
Marketing Audit	✓	✓	✓	✓	✓
Social Media Audit		✓		✓	✓

Do you need an
**AUDIT &
REVIEW?**

Would your organisation benefit from...

- Better performing marketing and fundraising programs.
- Increased efficiency and improved ROI.
- Clear benchmarking information.
- New income generation opportunities.
- A growing and sustainable donor base.
- Game-changing strategies.
- Stronger and more productive relationships with staff, donors, volunteers and other influencers.

If you answered yes to any of the points above, or simply want to get more out of your efforts, then an Audit & Review might be just what you need to achieve goals and accelerate success.

"OKP's strategic review & strategic plan focus positioned us for success. 5 years on the plan contributed to us yielding millions."

- MENZIES RESEARCH INSTITUTE



OKP WILL ACCELERATE YOUR FUNDRAISING AND MARKETING SUCCESS

Whether you are just starting out or looking to take your fundraising or marketing programs to the next level, OKP's team of experts can power your efforts and make the most of every opportunity. The sky is the limit when you partner with Australia's leading fundraising and development agency.

The team at OKP Philanthropy & Marketing has been instrumental to the success of Australasia's most effective charity, not for profit and community-focused organisations. Our collaborative team brings a diverse skill set and capabilities to the table. To ensure success, we carefully select the perfect team for your organisation, providing the ultimate united resource.

In recent times, we have undertaken Audit & Reviews for a wide range of organisations including Mission Without Borders, Anglicare, World Vision, Salvos, SIDS & Kids, St Michael's Grammar School, Property Foundation, Royal Melbourne Hospital, Ballarat Health, Variety the Children's Charity, MS Society and Able Australia, just to name a few.

PHILANTHROPIC CLIMATE

74% of industry leaders are optimistic about the climate of philanthropy over the next 3 years.



GENEROSITY

63% of industry leaders believe people aged over 60 are the most generous.

CHALLENGES

Donor acquisition is the industry's biggest challenge.



PERSONAL GIVING

84% of industry leaders believe personal giving is steady or rising in Australia.

SOCIAL MEDIA

83% of industry leaders feel they could better use social media to interact with donors and volunteers.



FUNDRAISING TECHNIQUES

Major Gifts, Personal Approaches (including Capital Campaigns) and Direct Mail are considered the most effective fundraising techniques.

WHY USE OKP?

At OKP we don't just raise money.
We connect people, empower them and inspire action.
We make positive transformation possible.
We give life to your ideas, dreams and visions..

OKP Philanthropy & Marketing was founded 35 years ago with the purpose of advancing giving and community engagement. Our team of experts in fundraising, philanthropy, marketing and research provide a wide range of services designed to inspire generosity and encourage more people to give more often.

We work with charities, not for profits, and other fundraising organisations from around Australia, New Zealand and overseas who want to realise their full potential and maximise impact. We fill the gaps in their skills, knowledge and experience to help them achieve their goals and build capacity for the future.



Proven Results



Experience & Expertise



Collaborative Approach



Tailored Solutions



Increased ROI



Research-backed Knowledge

**WE HAVE RAISED OVER \$500 MILLION FOR OUR CLIENTS SO FAR.
HOW MUCH CAN WE HELP RAISE FOR YOU?**

If you would like to speak to us about conducting an independent Audit & Review please contact us today.



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