



The Epilepsy Centre

South Australia and the
Northern Territory

Growing your Organisation

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May 2008

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CENTRE



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GEOGRAPHY





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HISTORY

The Epilepsy Centre was formed more than 30 years ago by concerned parents

- Tough times
- No Government Funding
- Raise all of our own funds
- Mono fundraising strategy – dangerous

Build strong foundations to survive the future

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HISTORY

- Call Centre focus – Lottery tickets
- Appointed January 2006 to restructure and expand
- Rebuilding phase

CURRENT STRATEGIC GOALS

- Relocation
- Expand services
- Establish mainstream services in the Northern Territory
- Automate the Call Centre and increase revenue

Established first ever BUDGET, STRATEGIC PLAN & CLIENT SERVICES PLAN

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HISTORY



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BRANDING

Branding is key! It creates awareness, builds recognition and achieves support through many initiatives including:

Direct Mail
Fundraising Events
Lotteries

Sponsorship
Government funding
Donations

Membership
Regular Giving
Workplace Giving

Bequests
Grants
In-Kind support

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BRANDING

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MARKETING & COMMUNICATIONS

- Marketing is the matching process
- Matching the needs of our patients with our organisational goals - RESEARCH
- Communication is vital and we must use every opportunity, device and system to tell our story
- We must build strong partnerships and create long lasting relationships



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COMMUNICATION TOOLS

Public Relations
Advertising
Newsletters

Annual Report
Special Events
Direct Mail

External Agencies
Partnerships

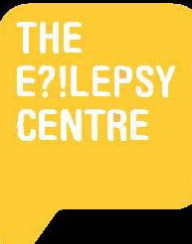
Patient Surveys
Membership letters
Mass Media

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EXTERNAL AGENCIES





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EXPANSION OF SERVICES

- **Counselling**
- **Advocacy**
- **Information provision**
- **Children's Camps**
- **Carers Retreats**
- **Epilepsy Clinics**
- **Paediatric Clinics**
- **Community Education**
- **Training**
- **Memory & Motivation Workshops**
- **New Initiatives – Epi-Call, Epi-Assist, Epi-Job**



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SERVICES



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SERVICES



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SERVICE DELIVERY

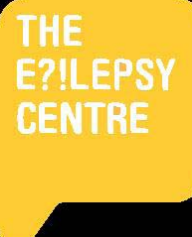
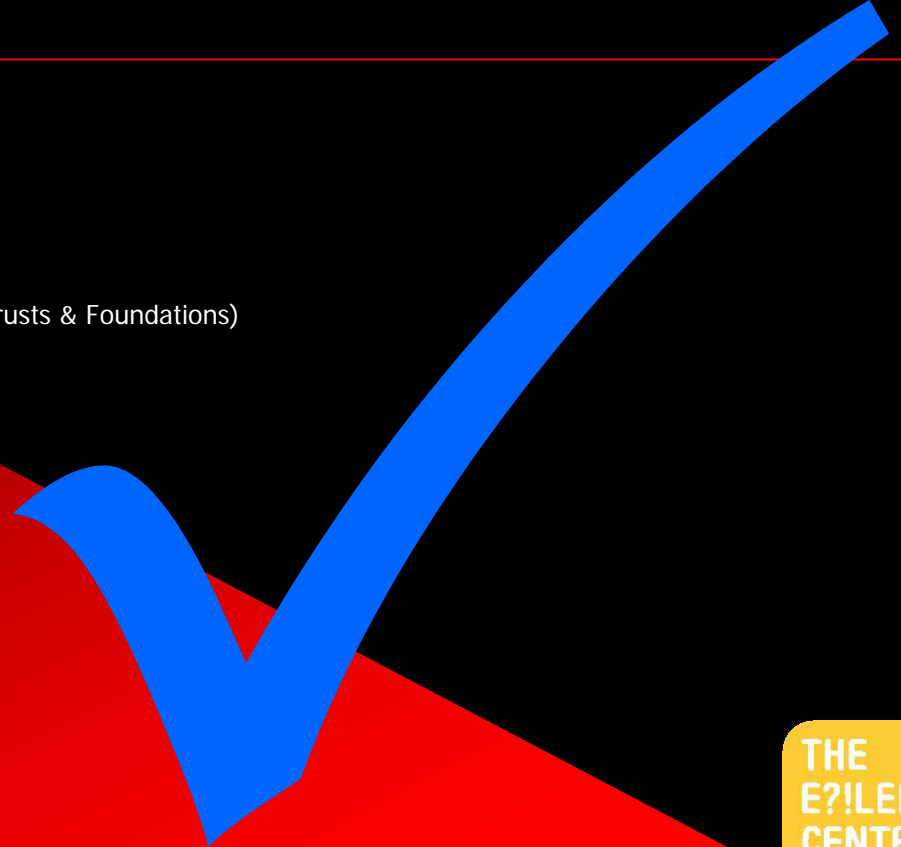
- Research, research, research
- Create the culture
- Deliver, deliver and over deliver
- Meet expectations and go the extra mile
- Face the issues and be innovative
- Source the funds needed
- Communicate successes with all Stakeholders



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RAISING FUNDS

- Know all the sources
- Build relationships
- Establish grant seeking (Trusts & Foundations)
- The Donor Pyramid
- Seek Bequests
- Data base fundraising
- Direct Mail Appeals (2)
- Workplace Giving
- Corporate Sponsorship
- Special Events





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CREATE AWARENESS

- Be seen!
- Stand out from the crowd
- Don't do what you have always done
- Turn up the noise
- Use Colour & Movement



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TIPS TO EXPAND YOUR ORGANISATION

**Branding is key
Marketing &
Communication**

**Expand Services
Deliver High
Quality Services**

**Use all your
Communication
tools**

**Manage
External
relationships**

**Raise Funds
Create Awareness
Turn up the Noise**

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HISTORY

**“When I let go of what I am,
I become what I might be”**

Lao Tzu

(Chinese Taoist Philosopher, 600 BC - 531 BC)

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Do everything with colour and movement!