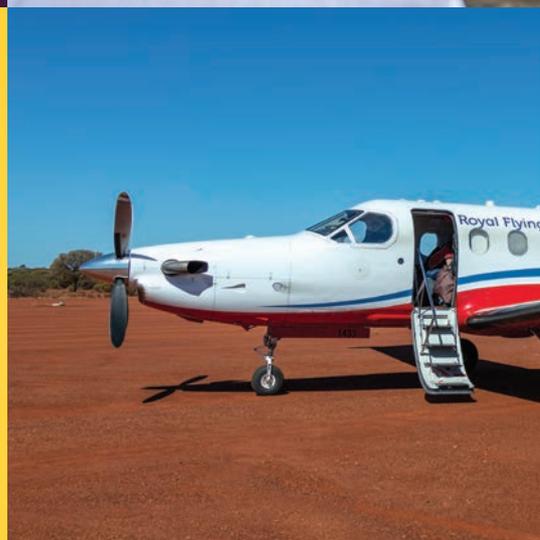




**YOUR
CAUSE
IS OUR
CAUSE**



**CONNECTING CAUSES
THAT MATTER... WITH
PEOPLE WHO CAN
MAKE A DIFFERENCE**

precisionfundraising.com.au

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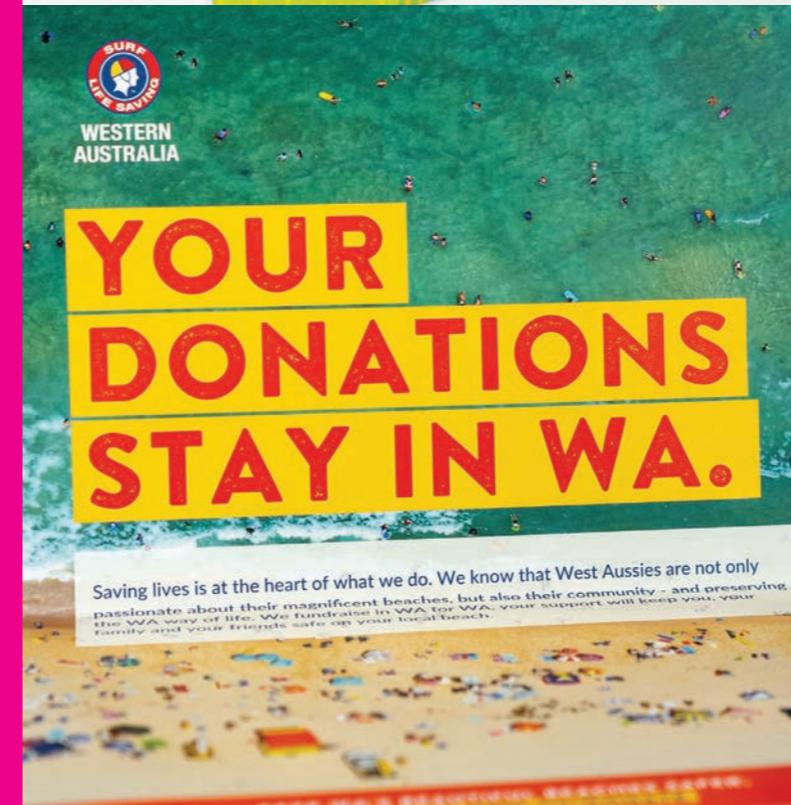
WE ARE PRECISION

Precision Fundraising works in partnership with fundraisers like you to deliver powerful donor-centric communications to attract and retain donors.

Our aim is to connect your organisation and supporters in ways that engage and inspire, so their generosity can bring greater good into the world. We use our deep industry experience to develop strategies that will motivate your supporters and strengthen your donor relationships.

Precision Fundraising can help you reach the right people at the right times in the right places: in all the ways we communicate today. From mailbox to inbox and across the digital space. From stand-alone Direct Mail to powerful multi-channel fundraising campaigns.

When you partner with Precision, you will have access to a team of specialists in fundraising strategy, data segmentation, creative services, innovative print solutions and hassle-free lodgement. All under the one roof.



Our approach: At Precision Fundraising, we believe in a lot of things: the joy of giving; the power of donor-centric communications and ethics in fundraising, among them. What we don't believe in is a cookie cutter approach to fundraising.

Experience has taught us that there is simply no such thing as one-size-fits-all when it comes to fundraising campaigns.

Sure, there are many lessons to be learned from industry trends and wisdom, but each campaign – its case for support and its call to action – is unique. What works for one organisation may not work for another. What worked for your organisation last campaign may not be right for the next.

That's why at Precision Fundraising, we offer a bespoke strategy for each campaign: with every element designed to engage each donor segment in ways that will maximise results.

We are results-driven and big on accountability. We are also genuinely passionate about the causes we are privileged to work with.

Donor-centric Communications

Recruiting Donors

Our acquisition strategies have helped to recruit thousands of donors for causes across the nation. We can work with your team to develop just the right campaign to bring your amazing cause to the attention of a new generation of donors.

- **List acquisition (DM/EDM)**
- **Self-mailer inserts**
- **Unaddressed mail**
- **Press / digital campaigns**
- **Community events**
- **Corporate events**
- **Telemarketing**
- **Face-to-face fundraising**
- **Tribute & in memory giving**
- **Membership drives**
- **Donor prospecting**

Engaging Donors

You know that feeling when you read a compelling appeal and think: “wow: I’d respond to that ask”? That’s the reaction we strive for in all our donor collateral. We start by creating rock-solid, insight-based concepts and build on them with engaging copy and design.

- **Annual appeals**
- **Regular giving**
- **Welcome journeys**
- **Impact reports**
- **Annual reviews**
- **Middle donor strategies**
- **Merchandise sales**
- **Social content**
- **Engaging videos**
- **Gifts in Wills**
- **Newsletters**
- **Major donor strategies**

Keeping Donors

Donor stewardship is critical if you are serious about retention. And you should be! Research shows you need to recruit FIVE new donors to replace an existing donor. We can help you nurture stronger relationships with your supporters through donor-centric communications that build loyalty.

- **Supporter journeys**
- **On-boarding campaigns**
- **Second gift strategies**
- **Stewardship programmes**
- **Upgrading insights**
- **Donor development**
- **Thank-you communications**
- **Gifts in Wills collateral**
- **Retention strategies**

A collection of thinkers, creators and strategists who bring every project to life...



Leaders of our craft

Across the business, we are the innovation experts. We deploy new and emerging technology alongside the best of traditional industry knowledge in print, mail and communications.



Always evolving

Manufacturing is in our heritage. Adapting to meet our client's changing needs is in our DNA.



Your A-team

From strategic insights and creative, to end-to-end delivery: only Precision can deliver it all, under the one roof.



Trusted to deliver

We are the trusted supplier of choice for a range of government, law enforcement, business, industry and charity partners. Entrust your next campaign to Precision for on-time and on-budget delivery of high-impact messaging.

Fundraising Strategy

A written fundraising strategic plan is a must for all non-profit organisations. Without it, you risk running a haphazard fundraising program that fails to meet its goals and worse: one that can alienate your donors.

A strategic plan is a blueprint for fundraising success. It provides a roadmap that allows you to focus your efforts, plan out your yearly fundraising calendar, and gives you guidance on strategy and tactics across all your fundraising activities.



They have trusted us...



They have trusted us...



Project Management

Let us take it from here

When you engage us, we'll assign you a project manager to oversee all stages of your campaign – from start to finish... and beyond.

Your project manager will ensure the workload is distributed evenly across our team, and that every specialist focuses on their area of expertise.

Unparalleled leadership, project continuity and a timely, efficient delivery. Our project managers tick all the boxes.



Data Intelligence & Analytics



Boost performance – with our data expertise

Good decisions are data-driven and should be based on what worked, or did not, on previous campaigns.

Our data mining and analysis process lets you see the trends, abnormalities and relationships within your donor database. So get ready to maximise your donor opportunities and revenue potential.

With our data analysis team by your side, you can solve pressing issues and gather predictions on how your organisation can deliver even greater value.

We'll also give valuable insight into:

- Donation fulfilment and lead time predictions
- Revenue by channel, data source and segment
- Data source segmentation analysis
- Future campaign contact recommendations
- Donor activity, frequency and value
- High value and bequest leads
- Attrition rates
- Response rates by channel

They have trusted us...



Royal Flying Doctor Service WA

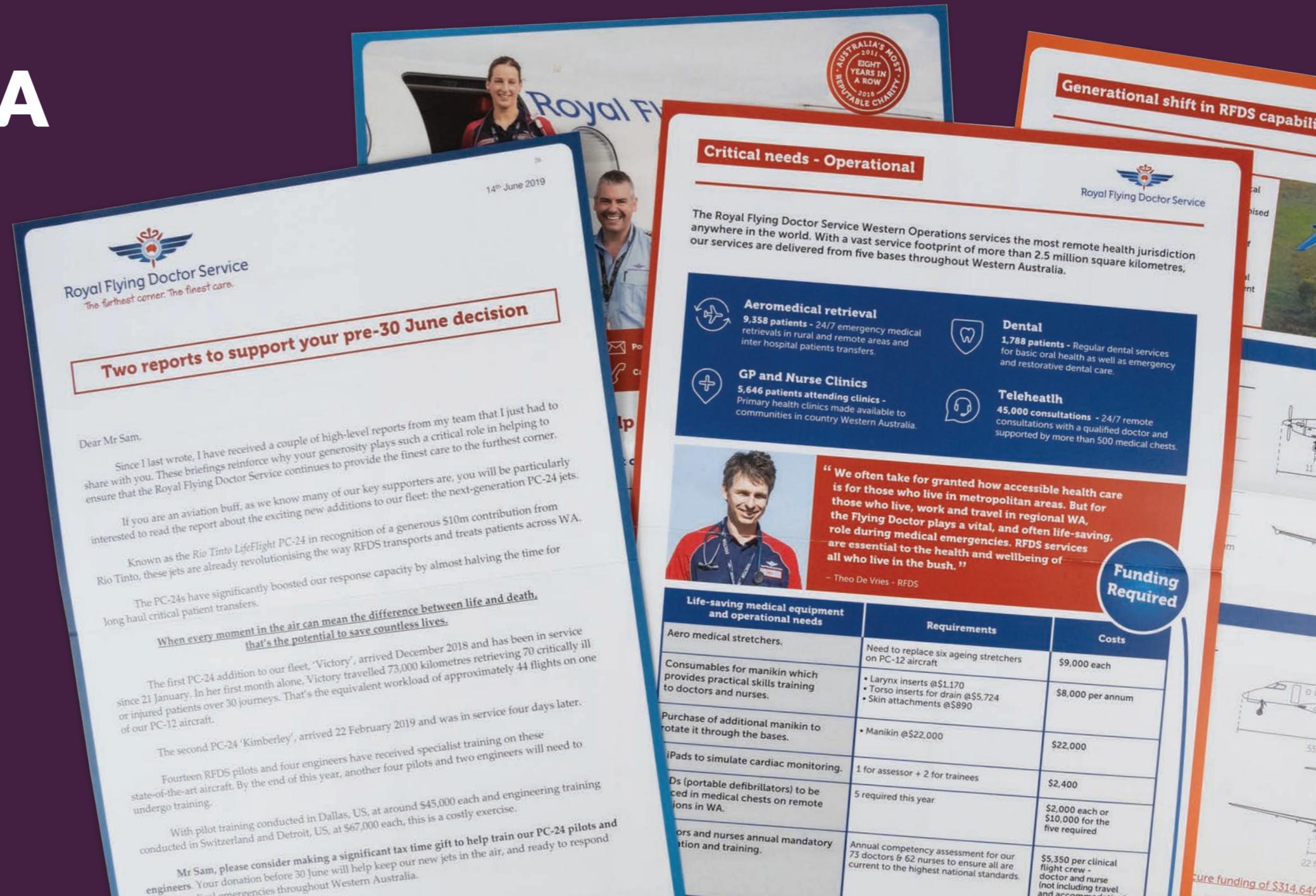
Wave 2 Tax

A specially developed campaign to a small number of highly targeted mid to major level donors. The personalised pack included a duplex appeal letter and information-rich supporting reports.

Results? A response rate of 14.6% and an average gift of \$794. That's more than SIX times the size of the average gift from this segment of donors in Wave 1.

While it was mailed to just 3.4% of all donors targeted in Wave 1, these donors contributed 27.1% of all income received.

Looking to boost performance of your next DM campaign? Call our team on 03 9462 1774 or email us at info@precisionfundraising.com.au



Royal Flying Doctor Service
The furthest corner. The finest care.

Two reports to support your pre-30 June decision

Dear Mr Sam,

Since I last wrote, I have received a couple of high-level reports from my team that I just had to share with you. These briefings reinforce why your generosity plays such a critical role in helping to ensure that the Royal Flying Doctor Service continues to provide the finest care to the furthest corner.

If you are an aviation buff, as we know many of our key supporters are, you will be particularly interested to read the report about the exciting new additions to our fleet: the next-generation PC-24 jets.

Known as the *Rio Tinto LifeFlight PC-24* in recognition of a generous \$10m contribution from Rio Tinto, these jets are already revolutionising the way RFDS transports and treats patients across WA.

The PC-24s have significantly boosted our response capacity by almost halving the time for long haul critical patient transfers.

When every moment in the air can mean the difference between life and death, that's the potential to save countless lives.

The first PC-24 addition to our fleet, 'Victory', arrived December 2018 and has been in service since 21 January. In her first month alone, Victory travelled 73,000 kilometres retrieving 70 critically ill or injured patients over 30 journeys. That's the equivalent workload of approximately 44 flights on one of our PC-12 aircraft.

The second PC-24 'Kimberley', arrived 22 February 2019 and was in service four days later.

Fourteen RFDS pilots and four engineers have received specialist training on these state-of-the-art aircraft. By the end of this year, another four pilots and two engineers will need to undergo training.

With pilot training conducted in Dallas, US, at around \$45,000 each and engineering training conducted in Switzerland and Detroit, US, at \$67,000 each, this is a costly exercise.

Mr Sam, please consider making a significant tax time gift to help train our PC-24 pilots and engineers. Your donation before 30 June will help keep our new jets in the air, and ready to respond to emergencies throughout Western Australia.

Critical needs - Operational

The Royal Flying Doctor Service Western Operations services the most remote health jurisdiction anywhere in the world. With a vast service footprint of more than 2.5 million square kilometres, our services are delivered from five bases throughout Western Australia.

- Aeromedical retrieval**
9,358 patients - 24/7 emergency medical retrievals in rural and remote areas and inter hospital patients transfers.
- Dental**
1,788 patients - Regular dental services for basic oral health as well as emergency and restorative dental care.
- GP and Nurse Clinics**
5,646 patients attending clinics - Primary health clinics made available to communities in country Western Australia.
- Telehealth**
45,000 consultations - 24/7 remote consultations with a qualified doctor and supported by more than 500 medical chests.



"We often take for granted how accessible health care is for those who live in metropolitan areas. But for those who live, work and travel in regional WA, the Flying Doctor plays a vital, and often life-saving, role during medical emergencies. RFDS services are essential to the health and wellbeing of all who live in the bush."

- Theo De Vries - RFDS

Funding Required

Life-saving medical equipment and operational needs	Requirements	Costs
Aero medical stretchers.	Need to replace six ageing stretchers on PC-12 aircraft	\$9,000 each
Consumables for manikin which provides practical skills training to doctors and nurses.	<ul style="list-style-type: none"> Larynx inserts @\$1,170 Torso inserts for drain @\$5,724 Skin attachments @\$890 	\$8,000 per annum
Purchase of additional manikin to rotate it through the bases.	<ul style="list-style-type: none"> Manikin @\$22,000 	\$22,000
iPads to simulate cardiac monitoring.	1 for assessor + 2 for trainees	\$2,400
Defibrillators (portable defibrillators) to be used in medical chests on remote locations in WA.	5 required this year	\$2,000 each or \$10,000 for the five required
Doctors and nurses annual mandatory education and training.	Annual competency assessment for our 73 doctors & 62 nurses to ensure all are current to the highest national standards.	\$5,350 per clinical flight crew - doctor and nurse (not including travel and accommodation)

Creative

Let us bring your vision to life

We don't just handle Direct Mail. We take care of your entire creative execution.

From the initial briefing and concept development to graphic design and taglines, our team pulls out all the stops to make the magic happen.

Our creatives all specialise in fundraising: our purpose and passion are hard to beat. It's collaboration – redefined.

With expertise across print, web, email and mobile, Precision Fundraising has the capabilities to deliver highly integrated and sophisticated campaigns, time and again.

The result? A powerful and consistent message that commands attention, connects and delivers.



They have trusted us...



They have trusted us...



Copywriting

We speak to the heart, from the heart

People bond with organisations that tell stories which resonate and create an emotional response. But in the world of fundraising, even the most compelling story told with emotion is simply not enough. The secret to compelling fundraising copy is donor-centric communications.

And donor-centric means putting the donor, or potential supporter, at the heart of every communication. From your appeal letter, website and newsletter, to your welcome pack and thank you letter.

It's about showing some donor love – and appreciation – at every opportunity!

Fundraising storytelling is a specialist art: and Precision's Copywriting team are masters of the craft.



Fundraising Workshops



Precision's full-day and half-day workshops are ideal for fundraising teams large and small.

These personalised Impact Masterclasses are delivered on-site in your Boardroom or office and can cater for up to 20 team members.

It's an intensive half or full-day of professional development that will be tailored to meet your organisation's needs.

Masterclass topics may include:

- Fundraising 101
- Great relationship fundraising
- Integrated campaigns
- The influence of organisational culture on fundraising
- The power of great customer (donor!) service
- Emptying the silos
- Towards powerful creative
- Planning for success
- Being donor-centric in word and deed
- Developing a unique and powerful proposition
- Emotional storytelling

Alternatively, we can develop a bespoke masterclass to deliver insights and practical tools for overcoming a specific fundraising challenge your team is facing right now.

They have trusted us...



WESTERN AUSTRALIA



They have trusted us...



Fundraising Reviews



When was the last time your organisation reviewed its fundraising strategy?

Many fundraisers are so focused on fundraising performance, they lose sight of the bigger picture: and that's the strategic direction of their overall fundraising program.

A Precision Fundraising Review will interrogate and analyse all aspects of your fundraising program, with a focus on three key components:

1. Where are you now?
2. Where do you want to be?
3. How will you get there?

In the initial phase of the review, Precision's Head of Strategy, Leo Orland, will visit your office over at least three days to assess the internal environment, existing infrastructure and fundraising systems and processes. This is the critical first step to understanding key aspects of your specific fundraising program and environment, and the current state of your donor relationships.

Print & Production

A premium finish – every time

Innovation is just one of our virtues.
And our printing service is where it shines.

With 40+ years experience in printing,
Precision Fundraising knows how to harness
the power of print better than most.

We offer a range of flexible printing solutions
including in-house offset and digital print – as
well as high-quality stock and finish options.

It's advanced technology – for your benefit.

Precise, cost-effective and deadline
driven. When it comes to print,
Precision has you covered.



They have trusted us...



They have trusted us...



Mail & Fulfilment



Never miss a deadline again

Say goodbye to the last-minute rush with our reliable mail and fulfilment solution. Our specialists take deadlines seriously, and go above and beyond to deliver your project on time.

What's more, our diverse range of fulfilment solutions and finishing capabilities means you get a tailored service, every time.

Although our machinery is state-of-the-art, the true power is in our people. Our project managers follow strict quality assurance procedures to give your brand the credibility it deserves.

Big, small or somewhere in between.
We embrace distributions of every size.

Gift Processing



Delivering efficiency at its best.

At Precision Fundraising, we have the tools and technology to process donations on your behalf – accurately and efficiently.

Because 'half-done' just isn't our style.

We convert paper responses to digital documents, flag donor categories via business rules, provide customisable data streams and more.

Our innovation is relentless. We're forever finding new ways to save you time and money when it comes to opening, sorting and processing donations.

With Precision Fundraising, your staff can focus on other tasks while we take care of the rest.



They have trusted us...



Barnardos Australia

Multi-channel Tax campaign

While Direct Mail and EDM were the cornerstones of this appeal, these channels were complimented by outdoor, online and digital campaigns. The Direct Mail campaign was delivered in three phases: donor newsletter (warm up); Wave 1 Tax Appeal and Wave 2 Tax Appeal (reminder). The outdoor and digital campaigns ran from 13 May to 7 July.

Results? The campaign outperformed its target by \$122,190. Response rate from warm donors was 22.26%; more than 430 lapsed donors were reactivated and 33 donors converted to Regular Giving.

For Direct Mail messaging that really connects with donors, talk to Precision Fundraising today. Call our team on 03 9462 1774 or email us at info@precisionfundraising.com.au



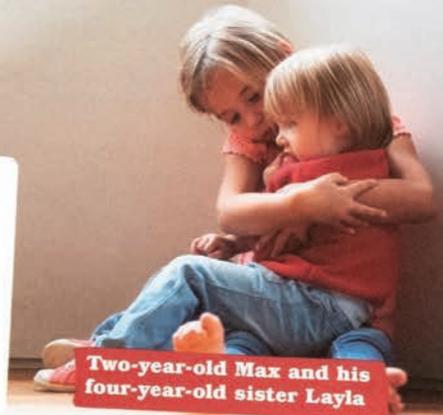
**You can
rewrite a child's
life story...**

**Bad things happen when
good people do nothing**

12 September 2019



AQ0919M - 02B
Mr Sam Sample
123 Sample Street
SAMPLEVILLE VIC 3000



**Two-year-old Max and his
four-year-old sister Layla**

**Have no doubt that if the children had not been removed
from the home, one or both of them could have been killed.**

- Barnardos' caseworker

Mr Sample, please don't turn away!

...ay of a two-year-old-boy's broken femur:
...cking injury is not from a car accident.
...utally inflicted upon him by his mother's
...as he **bashed the toddler on the leg
over - then threw him against the
fit of rage.**

...look at. Easier to turn away.

...t.
...things happen when good people do

...our-year-old older sister Layla had
...d to shocking, ongoing abuse behind
...The beginning-of-the-end of their
...the intervention of a doctor who
...ve mum's story that the little boy
...self falling down the stairs. Layla's
...ruised face told its own story.



**Broken femur X ray
Max - 2yrs old**

**Mr Sample, please help
Barnardos Australia give more
children like Max and Layla a
life free from violence.**

TRAUMA REPORT

Patient Details

Given Name: Max
Age: 2 years Gender: Male
City: [redacted]



**Broken femur X ray
Max - 2yrs old**

Examination
to patient's lip and other facial cuts and bruising.
Other stated injuries were as a result of a fall.
Femur with surrounding swelling. Initial explanation is that mother was carrying
with her groceries when she fell down the stairs but injury is not consistent
This kind of injury can only be a result of high impact force something
not have sustained by falling down the stairs. There had been about a
presenting with him to the hospital. Heavy swelling around thigh and hip
in a lot of distress. Face and lip lacerations from previous injury.
Children's hospital. Surgery on femur required followed by a number of
on.

to be discharged. Leg must be kept elevated in between exercises.
if physiotherapy session is on Monday 4th May. Patient must continue
to assist him to regain full strength in his hips and legs.

REF#: 4242 B5799 6/1

Given Name: Layla
Age: 4 years Gender: Female
City: [redacted]

Postcode: [redacted]

Examination
to have current and old bruising present on her body face, head
and buttocks. The bruises are of differing degrees and ages and are
accidental injury. Some of the bruising consistent with having been
42 hours. Very extensive bruising to one side of her face causing
duration. Patient reported to hospital staff that her mother's partner
in the injuries. Admitted to Children's Hospital for further monitoring.

REF#: 4242 B5799 6/2

Digital Marketing & Automation



The rapid evolution of digital and web-based technologies has opened up an enormous range of possibilities for organisations seeking to acquire new customers, and to build a deeper relationship with existing customers.

For fundraisers in particular, the ability to tell compelling, emotional stories is significantly enhanced by integrating elements of email, social media, web and video. Well designed, strategically targeted campaign messaging across different media channels helps drive home the critical nature of your organisation's mission and the urgency to take action.

Precision's Customer Communications Management (CCM) platform transforms traditional communications into interactive multi-channel communications from a single source of data. It incorporates a design tool, composition engine, workflow/business rule engine and multi-channel output management to ensure your donors get the right message, at the right time, via the right channel.

Key services include:

- SMS integration for teasers, reminders, follow ups
- Online surveys
- Personalised donation pages
- Landing pages/Campaign microsites
- Video
- Production of social media assets
- Data & digital asset warehousing
- Multi-channel DM/EDM designed and delivered from a single source of data

They have trusted us...



They have trusted us...



Telemarketing

Creating positive and personal connections

At Precision Fundraising, we know the power of human-to-human engagement.

So when it comes to telemarketing, we feel right at home.

Goal-driven, professional and passionate, our telephone fundraisers know how to foster enduring donor relationships, enhance loyalty and ultimately, achieve your fundraising objectives.

And the best part? It's all based on you. Your needs. Your vision. Your goals.

Plus, we follow the highest standard of ethics and transparency possible, so you can rest easy knowing your best interests are always at heart.

We don't just value your brand. We live and breathe it.

In partnership with  **Smart Health**
AUSTRALIA



Sourcing Solutions



Our client's best overall supply chain solutions stem from our valued supply partnerships.

We are adept at finding, project managing and sourcing high quality branded products through international suppliers. Suppliers that offer the most cost-effective and efficient solutions for your needs.

We offer you options for your business requirements: analyse your needs, select the best supplier (local or international), manage prototypes (if required), production and shipping.

We have successfully sourced and project managed offshore manufacturing of many high specification materials across a wide range of products including:

- Magnets
- Branded apparel
- Printed / branded promotional items such as pens, USB sticks, balloons, keyrings, tote bags, wristbands, even sunscreen!
- Inserts, such as membership cards and event wristbands

They have trusted us...



MEET THE TEAM

We're a small team with a big focus on working collaboratively with our clients. When you work with Precision, you will work in partnership with an external team who are sensitive to your branding guidelines and your organisation's unique challenges.

The Precision Fundraising team has a vast amount of experience in fundraising, donor communications, data and print.

We are genuinely passionate about the causes we champion, and the fundraisers we work with.

Cory Hall Managing Director

A co-founder of the Precision Group, Cory has been the driving force behind Precision since 2008. He has built the company on a vision to invest in innovation, and in people.

His broad industry expertise sets him apart in the Direct Mail sector: he is equally at home drilling down on donor data and strategic campaign plans, as he is on the manufacturing floor. He is a hands-on MD who ensures he is across every client campaign at all critical stages.

Cory has a thirst for knowledge, an eye for detail and an absolute commitment to give back to fundraising and fundraisers.

He is proud to serve as a member of the Fundraising Institute Australia Victoria Committee and to invest heavily in sponsoring professional development opportunities for fundraisers.

**You can contact Cory by
emailing cory@thepg.com.au
or by calling him on
0434 110 954**



Nick Carayanis

General Manager

Nick is a Direct Marketing and Fundraising Specialist who has more than two decades' experience in the mail and print sector.

Responsible for overseeing and directing the daily operations of the Group, Nick wears many hats within the business: from Sales and Human Resources, to Project Management and Financials. He drives the Group's culture of ethics and accountability and commitment to superior customer service.

He brings a unique insight into the mail business, having spent some 15 years in senior roles within Australia Post before joining Precision in 2014. Nick's focus is on optimum productivity across the Group through the implementation of streamlined quality control practices that ensure jobs remain on-time and on-budget.

**You can contact Nick by
emailing nick@thepg.com.au
or by calling him on 0438 552 853**



Leo Orland **CFRE FFIA**

Senior Strategist

Leo is a professional fundraising veteran of 40 years. A Fellow and former Chair of the FIA and former Board Member of CFRE International, he cut his teeth in fundraising back in the 80s as a copywriter for World Vision Australia. Leo would later serve as World Vision Australia's Relationship Marketing Manager for 14 years.

This front-line experience, coupled with development of hundreds of successful fundraising campaigns since, informs Leo's approach to fundraising. His focus is strategic planning, Direct Mail, major donor development, bequest programs, development of monthly giving programs, fundraising audits, and fundraising training.

Leo has won both state and national FIA Arthur Venn Fundraiser of the Year awards, he is an industry expert who is a regular speaker at the FIA's National Conference and international fundraising conferences.

**You can contact Leo by
emailing leo@thepg.com.au
or by calling him on 0419 884 492**



Terri Sheahan CFRE FFIA

Strategist/Senior Copywriter

Terri is a communications expert with 30+ years in the world of fundraising and philanthropy. A Certified Fund Raising Executive (CFRE), she has worked as both a hands-on fundraiser and donor communications specialist across all cause areas in the not-for-profit sector.

Her work has been recognised through FIA Awards in both Capital Campaign and Direct Mail categories, and she has delivered professional development presentations at state and national levels in Australia. Terri has also worked as a mentor to fundraisers in both a professional and pro bono capacity.

Direct Mail is her speciality and donor-centric communications is her passion. Terri works with charities large and small to maximise their income and strengthen their donor relationships through communications across the donor journey.

You can contact Terri by emailing terri@thepg.com.au or by calling her on 0439 070 361



Adrian Bologna

Creative Director/Designer

Adrian brings more than a decade of experience in Graphic Design to his role as Precision's creative guru. Adrian has extensive experience working with non-profits; large and small.

He thrives on every design challenge and is a creative thinker with a strong focus on really connecting with the donor. Whether he is designing a Direct Mail piece, an EDM header, a newsletter or Gifts in Wills brochure, Adrian takes the time to really understand each client's brand values and their donor messaging. The result is high-impact fundraising collateral that commands attention, connects and delivers.

Adrian has been the creative force behind more than 500 campaigns for non-profits and has a reputation for thinking outside the box.

You can contact Adrian by emailing adrian@thepg.com.au or by calling him on 0409 949 163



Chris Mayhew

Senior Designer

Chris brings with him a vast amount of fundraising experience and expertise. He has worked full-time and freelanced for fundraising agencies in the UK and Australia for the last 12 years. Just some of those agencies include Bluefrog, The Good Agency, Open Fundraising and Robejohn.

His knowledge, passion for fundraising and creativity are a huge asset to Precision's clients. He is highly skilled in creating the perfect solution for all your fundraising needs. Chris loves nothing more than generating an initial concept and crafting it into the perfect solution to exceed your expectations.

He has worked on major campaigns across many different forms of media from print to digital, television and radio for almost every charity you can think of! He loves a challenge and always produces fantastic solutions.

You can contact Chris by emailing chrismayhew@thepg.com.au



Emma Conway

Account Director

Emma is Precision's key client-facing Account Director and is responsible for the management of programs and campaigns for key Precision clients.

An experienced sales specialist with a great depth of expertise in the Information Technology & Services industry, Emma is a multi-skilled Account Director with a keen eye for detail. She is a credentialed operations professional who is skilled in Print Management, Sales, Digital Printing, Customer Relationship Management and Sales Management.

Emma brings extensive mailhouse industry experience to her Account Directorship, including previous roles as a Media Coordinator/ Planning & Costing; Programming Manager and Fulfilment Manager.

You can contact Emma by emailing emma@thepg.com.au or by calling her on 0402 070 026



David Craig

National Relationship Manager

David is a veteran Business Development Manager who has held key roles within the Direct Marketing industry across two decades. He has extensive experience in Print Management, Integrated Marketing, Digital Printing, Variable Data Printing, and Account Management.

For many fundraisers, David is their first point of contact with Precision Fundraising. He is an enthusiastic networker within the fundraising sector and is passionate about introducing fundraisers to better and smarter ways to increase income through mail and digital.

David is across the latest industry trends and innovations in mail and marketing solutions for non-profits and he enthusiastically embraces any opportunity for profession development. He is a proud member of The Association for Data-driven Marketing and Advertising (ADMA).

You can contact David by emailing david@thepg.com.au or by calling him on 0437 595 767



Matt Gatfield

Head of Operations

Matt is a client partnership and marketing expert with deep industry experience across our commercial and not-for-profit operations.

A seasoned Account Director with more than 25 years' industry experience, Matt has developed and delivered a range of mail and digital campaigns, including multi-channel trigger based Marketing campaigns, financial & transactional documents such as Annual Statements and SEN's (Significant Event Notifications).

His experience, knowledge and track record of success led to his appointment as the Account Director/Solution Consultant for key National accounts in Victoria.

In his current role as Precision's Head of Operations, he is responsible for implementing processes to streamline the Group's multiple operations to ensure seamless and timely delivery to every client, every time.

You can contact Matt by emailing matt@thepg.com.au or by calling him on 0439 099 392



Paul Lukins

Sales Director

Paul is a seasoned Sales Director with extensive experience within the Printing and Direct Mail, IT, Executive Search and Manufacturing industries. In a former role, he was responsible for all Direct Mail National campaigns for a company with an annual turnover of \$40 million.

Primarily working with Precision's commercial clients, Paul is also responsible for overseeing production of a number of key programs for our charity partners.

Paul is also a specialist in Sales & Marketing Management, Web Design / Hosting / SEO Services and Point of Sales.

You can contact Paul by emailing paul@thepg.com.au or by calling him on 0400 401 474



Amanda Evans & Jamie Hare

Account Managers

Account Managers Amanda and Jamie are the vital point of contact between our valued clients and team members within Precision's different business units, as well as our affiliate suppliers. They are responsible for setting up and processing campaigns from start to finish and ensuring that each step of the process is delivered seamlessly to each and every client.

They juggle a range of duties: from taking client briefs and providing tailored quotes, to the preparation of tenders and timelines. Amanda and Jamie are ace trouble-shooters who are 100% focused on providing solutions and resolving customer concerns.

You can contact Amanda or Jamie by emailing amanda@thepg.com.au and jamie@thepg.com.au



Our IT gurus

Our IT team are leaders in their field with expert knowledge of data analysis and processing across the Direct Mail and digital space.

Led by Sin Choy Loi, former business analyst/programmer for some of the nation's leading ASX companies, our IT gurus thrive on designing and developing systems that employ leading technology to streamline processes.

Whether its drilling down on a client's database for optimum segmentation or developing next-generation Digital Marketing & Automation tools, Precision's IT team will help you maximise the potential of your data.

From Left to right:

Sin Choy Loi Senior Programmer

Jasreen Ghuman IT Programmer

Aasma Khan Senior Programmer

Jasmine Vo Senior Programmer & Account Manager

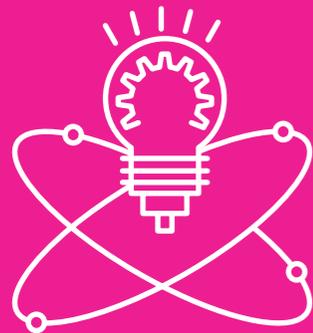


WHY CHOOSE US FOR YOUR NEXT CAMPAIGN?



Bespoke strategy and campaign elements. Every time.

Fundraisers tell us they are weary of the cookie-cutter approach. We hear you! At Precision, every element of each campaign is tailored to speak to your donors in a way that will maximise results and minimise spend. A customised campaign delivered on-time, and on-budget.



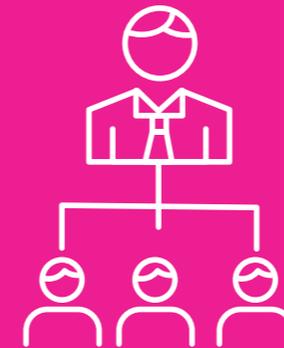
From concept... to your donor's hand. All in-house.

Dealing with multiple suppliers can be frustrating, and costly. Precision is the only supplier of end-to-end solutions for donor communications. All under the one roof. From concept and design, to print and lodgement. (Think faster turnaround and more affordable campaigns.)



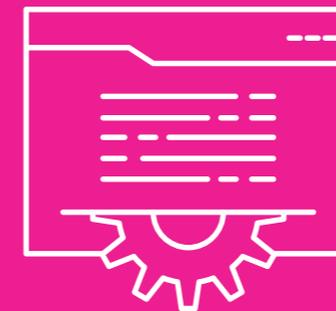
As involved as you want us to be. It's your call.

Fundraising is a dynamic environment that demands a flexible approach. Work with us and you choose the mix of services that best complements your team. Copy and design only? Expert data analysis, print and lodgement services? Or full campaign management including gift processing? It's your choice.



Donor-centric communications that get noticed.

Keeping your donors engaged and motivated to support your cause is challenging. It's a crowded market place and you need to stand out. Precision will help you to do just that. We offer a range of flexible printing solutions including in-house offset and digital print as well as high quality stock and finishes.



Innovation at your fingertips. Maximise your potential.

Are you making the most of new and emerging technologies? At Precision, we are constantly innovating how we do what we do. With access to the latest data and print technology, we can help to revolutionise your donor communications program through superior data analytics and ground-breaking automation.

TURNING ON SURFALERT TO SAVE LIVES

WESTERN AUSTRALIA

TOGETHER WE CAN CHANGE LIVES FOR THE BETTER
A BETTER FUTURE STARTS WITH YOU

Live Better!

Live longer. Happier. Healthier.



The Flying Doctor

WESTERN AUSTRALIA
SPRING 2019

A game-changer for patient outcomes

Rio Tinto to double every donation

THE OFFICIAL MAGAZINE OF THE ROYAL FLYING DOCTOR SERVICE

Thank you!

RSPCA CUPCAKE DAY

"Health Matters"

January 2019

Turning tragedy into hope

How supporters like you are changing the future

With your help together we can save more lives.

I just want to let you know I am Thinking of YOU

In the next hour 8 people will attempt

cy gave ck our hood"

of a hero

Precision | Fundraising

Australia

26-28 Scammel Street
Campbellfield, VIC 3061

(03) 9462 1774

New Zealand

100 New North Road
Eden Terrace, Auckland 1021

+64 9 302 9100