

It's all about the donor
total development fundraising solutions



DVA Navion
INTERNATIONAL FUNDRAISING CONSULTANTS

Our core

Total Development

‘We ensure the development and sustainability of core financial relationships with your supporter base.’

DVA Navion are specialists in developing total development fundraising solutions that build and maximise your supporter base. For over 27 years, we have been providing well-known Australian and International non-profit organisations with specialist advice in:

- Donor development
- Renewal and acquisition programs
- Fundraising assessment
- Bequest training and program implementation
- Online strategy and development
- Training and mentoring

We also provide strategic counsel for major gifts and capital programs.

As a market leader in fundraising, we understand the critical importance of educating and raising awareness, researching new cures, protecting the vulnerable and nurturing our nation’s health.

We appreciate the complex challenges facing you and the distractions that can divert attention away from your organisation’s pivotal role in the community. As a specialist partner, we will support your vision and work alongside you to assist in implementing a total development programme to suit your organisations needs.

Strategic Counsel - Experience and expertise that delivers

We believe that by establishing and nurturing relationships with your supporter base, you will be rewarded with dependable and ongoing generosity. We develop completely customised programs to create revenue streams from targeted, project-based fundraising.

Our tailored campaigns will compliment your budget, meet your objectives and exceed your expectations. Our clients consistently rate our customised approach as one of the major benefits of working with us. In addition, our knowledge and experience of what works – across all platforms, will ensure the development and sustainment of core financial relationships with your supporter base.

DVA Navion works to provide you with expert strategic advice and mentor your organisation’s staff. We work to enhance your organisation’s Institutional memory and building your internal capacity at the same time.



For further information, please contact us on

+613 9853 5111 or visit www.dvanavion.com



Our services

Direct mail

‘We consistently deliver acquisition results that exceed pre-established industry benchmarks.’

At DVA Navion, we pride ourselves on developing creative solutions to make your organisation stand out to your first-time and long-term donors. Our holistic approach towards your mail program will establish a base of donors who can regularly be approached as a source of ongoing and dependable income. The resulting donor base also provides you with the starting point for major gifts and bequest promotions.

Based on our knowledge and experience, we will deliver innovative ideas, powerful copy, attention to detail, effective mailing formats and proven acquisition strategies – providing an end result that works. We consistently deliver acquisition results that exceed pre-established industry benchmarks.

Our direct mail programs are strategy-based and are carefully integrated with other direct mail or fundraising activities. We provide a greater return-on-investment by growing donor numbers quickly and significantly increasing renewal incomes with higher average gifts and response rates.

From creative strategy development and list selection, through to design, copywriting, production and mailing, we can provide you with a total direct mail service. We can also provide you with acknowledgement and thanking systems.

Our direct mail services include:

- Total development programmes
- Direct mail audits and acquisition strategies
- Annual appeals and monthly giving programs
- Major donor clubs and donor renewal
- Complete direct mail program implementation
- Acquisition list/data provision
- Sourcing and production of promotional items
- Customer care and loyalty programs
- Online fundraising

Bequests and planned giving

‘We enable organisations to budget bequest income within three to five years from program start-up.’

As the fastest growing revenue stream, most charitable organisations realise the importance of bequests as a vital source of income. As specialists in creating new and modifying existing programs, our awarded bequest programs are tailored to your organisation’s unique requirements for optimum results.

Our bequest programs nurture, thank and celebrate each bequestor in their lifetime so the granting of a bequest becomes a natural and proud function of the relationship. We establish a Bequest Society allowing the ‘ask’ to be delivered in a comfortable group environment. This identifies, confirms and acknowledges living bequestors.

DVA Navion bequest programs are implemented by Senior Consultants with specialist experience in bequests and planned giving. We establish KPIs and methodologies for measuring real growth and as a result, provide a clear reporting system that is understood throughout your organisation. We also build the skills of your team to maintain an effective and sustainable bequest program and enable organisations to budget bequest income within three to five years from program start-up.

Our bequest services include:

- Establishment of Bequest Societies
- Bequest program audits
- Revitalisation of tired programs



Our services

Fundraising Assessments

‘We have assisted many organisations to realistically assess and maximise fundraising performance and the efficient use of resources.’

Our strategic fundraising assessment is designed to provide Boards and CEO’s with an objective analysis of organisational development, fundraising, public relations and marketing strategy performance. The review process is based on an analysis of organisational outcomes, comparisons with external benchmarks and interviews with key stakeholders.

As a result of the review, we deliver a three-year fundraising and public relations strategic plan that encompasses:

- Recommendations that complement your organisation’s broader objectives
- The ability to measure, improve and maximise your fundraising and public relations performance
- A review of your Direct Mail, Bequest and Major Gift activities
- Development of KPIs based on best practice benchmarks
- Analysis of staffing structures and recommendations on optimising staff performance

Our review process has assisted many organisations worldwide to realistically assess and maximise fundraising performance and the efficient use of resources.

Feasibility Studies

‘Our high level of expertise has enabled us to successfully implement programs into hundreds of organisations worldwide.’

At DVA Navion, we know that the most successful capital campaigns are planned around a detailed feasibility study process. The primary outcomes of this process are to provide an objective assessment of the level of funding available to achieve your organisation’s objectives and a detailed roadmap on how to get there.

We consult one-on-one with a cross-section of your organisation’s key stakeholders and supporters and provide you with a campaign plan (6, 12, 18, 24 months) customised to your resource and funding requirements. All campaigns are led by our highly experienced Senior Consultants that have over 20-years experience. This high level of expertise has enabled us to successfully implement our programs into hundreds of organisations worldwide.

We seek to identify one-third of required funds and focus on identifying major gifts of \$100,000 to \$1 million and pledged over three-five years. Through strategic interactions, we eliminate assumptions and guesswork with regard to your prospective donor’s level of interest and capacity to give. Key gifts are also qualified and quantified during our strategic counsel process.

Through DVA Navion, you will be guaranteed of communication and brand continuity to your supporter base and momentum from disruptions such as internal staff turnover midway through an Appeal.

Our feasibility study process determines:

- The achievable financial target
- How and when the campaign should be conducted (in a given environment)
- The strategic implementation of the program (including the most effective utilisation of Champions, Board and Senior Management)

- . Total Development Programmes
- . Direct Mail
- . Online Fundraising
- . Bequests & Planned Giving
- . Major Gifts
- . Strategic Counsel



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