



Participants will also receive entry into the prize draw to win a Hyundai H40 Tourer, as well as the chance to share in a prize pool of more than \$60,000.

THE CHARITY
 ■ Good Beginnings Australia offers free early intervention and parenting programs for disadvantaged families
 ■ Its mission is to provide a good beginning for every child in Australia, no matter what



Thou shalt not steal Jesus signs

Richard Heine
 Jesus signs have become the most hated symbol of the moment.
 Churches of various persuasions - "Jesus, All About Life" have proliferated the streets from Wollongong to Newcastle, and as far west as Bathurst.
 The Bible Society banners, part of a massive, multi-denominational campaign, started going up in September. But they have been disappearing almost as fast as they have been hung.
 Bible Society boss and campaigner Heather Daniel Willis said: "We've had reports that people have been taking them down. It's not a good sign - but we know that's the case of - but on the Central Coast



The world of not-for-profit (NFP) is tough enough - but we get a kick out of helping this special sector achieve cut through and build brand

Brand growth – it's worth the focus

We have brought our clarity to award winning campaigns with leading National brands such as Clean Up Australia and the Bible Society with Jesusallaboutlife. Try our TaurusBullseye™ approach tailored just for you!

Faced with escalating demands on all fronts and limited resources, brand growth can easily get pushed down the agenda of your NFP organisation.

At the same time, most would agree that the ability to reach your market (donors, supporters, influencers, and ambassadors) has never been more vital.

We understand you are time constrained and busy juggling a variety of responsibilities. Our NFP service helps you focus and 'kick-start' your efforts into action.

So where do you start?

Taurus works directly with you to answer the question 'Where do we start?'. For some NFP executives this means putting an organisational strategy or marketing plan in place, for others it is re-defining the logo and NFP identity.

It may be developing that suite of case studies and testimonials you've had on the 'to do' list for a while, creating direct marketing programs, or running a messaging and positioning session to get your team singing off the same song sheet.

Our senior consultants work with you from scratch, guiding you through the most practical cost and time effective process, whatever your budget, to make your marketing happen.

We start by helping you prioritise your needs and identifying the best options and projected results. We understand NFP's, your sector and its challenges.

"We chose Taurus because of their personable approach, genuineness, enthusiasm and willingness to commit to the project. They were able to challenge us and provide us with new ideas we had not previously considered. Taurus was a breath of fresh air and gave us great hope for the success of the campaign."
 Daniel Willis, former Bible Society CEO

We work with

- Charities
- Educational institutions
- Religious institutions
- Non Government Organisations (NGO's)
- Health and aged care organisations
- Community service agencies
- Foundations
- Associations
- Philanthropists

www.taurusmarketing.com.au



The TaurusBullseye™ for NFP's program

- Check on your organisations objectives
- Messaging and positioning session to align the brand
- Establish key messages
- Evaluate your brand
- Renew and review your collateral
- Review website performance
- Review your database strategy
- Refine the introduction donation kit
- Gather testimonials and case studies
- Implement "giveaways" where appropriate
- Ambassador programs
- Lead generation programs
- Develop a PR media kit
- Plan a PR program or review current success
- Measure success

"Since 2012 Taurus have provided Good Beginnings Australia with an amazing level of support and PR expertise. They have provided advice on how to bring our marketing strategy to life and as a result the awareness of Good Beginnings has grown three fold."

Jayne Meyer Tucker, CEO Good Beginnings Australia

Is this service right for you?

Regardless of whether you are an established NFP or starting, if your organisation doesn't grow it will stay the same or go backwards.

We offer you a simple one-stop service and a long term partnership because we care.

Because we provide integrated business, marketing, public relations and social media solutions, we keep the bigger picture in view and come up with ideas that work to maximum effect for you.

"The Taurus team are innovative, efficient and possess an appropriate sense of urgency to progress projects. The work they produce is of a consistently high standard and Taurus is always willing to go beyond the call of duty to get the job done."

Judy Stenmark, CEO, Osteoporosis Australia

What are the benefits of the TaurusBullseye™ for NFP's program

- We help you focus
- We get your marketing and public relations objectives reviewed or started
- We set up processes and templates along the way to make it easier to maintain momentum
- You are able to address your marketing needs without increasing payroll costs
- We make the process of getting your logo, collateral, website or marketing activity as painless and straightforward for you as possible by managing the entire process
- We offer you the opportunity to delegate a non-core function to qualified people who can get results for you quickly
- You and your management team are left to deal with your direct responsibilities
- You receive marketing and public relations advice from professionals whose accumulated knowledge gets results fast, and protects you from time-consuming and costly mistakes
- You receive objective, independent advice and a fresh perspective on how to drive your sales objectives

"The support of Taurus Marketing throughout the 2011 campaign was great. The vast media coverage they helped us achieve spread our message far and wide, encouraging all Australians to get involved."

Ian Kiernan, AO, Chairman and founder of Clean Up



Integrated Marketing and PR.



Personal Branding Expertise.



Social Media Engagement.

Smart Company. Smart clients.

Taurus is one of Australia's highest profile, privately owned, integrated Marketing agencies. We deliver strategic Marketing, Public Relations, Creative and Social Media Solutions to help drive your business forward. Clients range from smart entrepreneurs to major ASX-listed corporations across the B2B and B2C sectors. Taurus offers unparalleled levels of service with a practical, 'No Bull' approach focused on delivering results based on the Taurus Bullseye®. We warmly invite you to experience the Taurus way of doing business!

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