

tatu

marketing. philanthropy. community.

www.tatu.com.au

About tatu

At tatu we offer contemporary, forward-thinking advancement solutions and strategic advice to educational institutions and not-for-profit organisations.

Whether you need to implement or audit marketing and communications strategies, engage and nurture your community or build a philanthropic program. tatu promises a fresh perspective.

Small, focused and agile, tatu provides personal service and links to industry professionals able to elevate your organisation to a new level.

Marketing

Does your audience know who you are?

Differentiating your organisation from competitors is not easy in today's environment. At tatu we offer our clients a full suite of integrated marketing, public relations and communications services focused on achieving outcomes for your organisation.

Selecting from a combination of contemporary and traditional mediums; we work with your organisation to deliver the right solution for your target audience, no matter what size you are.

We can assist with:

- Strategic Planning: Marketing and Communications
- Digital Strategy
- Corporate branding
- Internal and External Communications
- Marketing Audits
- Public Relations
- Media Relations
- Crisis Management
- Advertising
- Copywriting
- Database Management
- Enrolment review and engagements
- Direct mail
- Word of Mouth & Advocacy
- Field Days & Trade Shows

Some of the people we like working with and who like working with us include:



CANBERRA GIRLS
GRAMMAR SCHOOL



MERCEDES COLLEGE



Westminster School

“
Life's most urgent question is:
what are you doing for others?
”

Martin Luther King

tatu

marketing. philanthropy. community.

Philanthropy

Does your community give? And if so, does it give enough?

Creating a philanthropic culture takes time and is an investment in the future of your organisation; it drives holistic change and provides the ability to deliver the dreams and vision of your organisation, benefiting future generations.

tatu understands the challenges faced by not for profit organisations and those in education. We work with organisations to gain philanthropic support from feasibility studies through to the completion of major gifts and capital campaigns.

Our holistic approach to giving combines the science of philanthropy with the art of altruism. If you are ready to invest then we can assist with:

- Annual Giving
- Major Gifts
- Capital Campaigns
- Bequests
- Planned Giving
- Online Giving
- Feasibility Study
- Foundation
- Establishment of an Advancement Office
- Grants
- Sponsorship
- Building Corporate Partnerships
- Fundraising Events
- Building Philanthropy
- Donor Cultivation
- Donor Recognition
- Stewardship
- Governance – Audit & Review, Recruitment, Risk Assessment
- Database Management
- Volunteers

Community

Nurture your community; who are they; where are they; what do they want?

How can they help you?

Building and nurturing a successful alumni program with relevant, tailored communications and events can deliver long term benefits to your organisation – increased philanthropic support, word of mouth, enrolments, and volunteer participation. At tatu, we believe that effective community engagement is the conduit to building a successful, philanthropic culture where people are positive about your organisation.

We undertake community audits, quantitative and qualitative research to ensure community engagement is at the core of your organisation. We can assist with:

- Alumni Cultivation and engagement
- Community Health Audits
- Community Engagement – Parents & Friends, Past Parents, Past Staff
- Special Events – Annual Dinner, Alumni Reunions, Milestones
- Communication – Print, Online, Digital Media, Surveys
- Organisational Structure – Committees, Constitution, Strategic Planning
- Funding – Membership Fee, Recruitment, Merchandising, Corporate Partnerships
- Giving Back – Networking, Career Days, Mentoring, Guest Speakers
- Database Management

+618 8373 6011
info@tatu.net.au

4/1 Payneham Road
College Park SA 5069

www.tatu.com.au

tatu

education. philanthropy. community.