



Orbit NFP Connect

Delivering a guaranteed pipeline of NFP prospects

powered by

ORBIT HUB

Small businesses don't have enough time to market themselves

As a business leader you're faced with a multitude of challenges that you need to manage on a daily basis. You find yourself focusing on long-term solutions for what are typically ongoing, almost structural issues.

This leaves you with precious little time to undertake valuable prospecting and lead generation activity.

Joining a business network isn't enough. It chews up a lot of your time for limited benefit.

Building your business relies on attracting new clients. Regularly attracting new clients adds a profitable new relationship to your business, which adds directly to your top and bottom line. It enables you to plan with confidence, and provides peace of mind that you can direct your attention to tackling those ongoing, long-term issues.

Not For Profit organisations need your help

Not for Profit organisations are also faced with continuing challenges - some are entrenched, others more immediate.

Every day, these NFPS are looking to improve their bottom line by working on KPI's, increasing their business efficiencies, developing their people, and improving their service delivery. Externally, NFPs face tightening profit margins, increasing competition, growing customer demands, and donor fatigue.

All over the country, NFPs are looking for businesses to partner with, to take some of the uncertainty off their plate.

What if you could attract just one new ideal NFP client each month – guaranteed?

Attracting just one new NFP client each month would overcome many of the marketing challenges confronting your business. We help you do this.

“ I am passionate about developing a professional community that creates sustainable, long-term business opportunities for its members.

My mastermind events generate real, mutually beneficial relationships for NFPs and businesses alike, and result in regular growth and improved bottom lines.

It's all about having the opportunity to get your business in front of the right people.”

Matt Brannelly *B.Econ*
NFP Strategic Adviser



Welcome to NFP Connect

NFP Connect is our mastermind program designed to help you achieve this one simple outcome.

NFP Connect is an opportunity to meet up to 100 NFP Executives each year

Our program enables you to skyrocket your marketing efforts and become a preferred supplier to Orbit NFP Switch clients.

You have the opportunity to attend events with Executives of well-known NFP organisations, and give presentations to this captive audience on how your business can benefit them. No more rigid business network requirements.

You're connected directly with NFP organisations who need your services. You'll build your profile as an expert in the NFP space, while investing in your own Social License.

NFP Connect objectives

- Build relationships with other preferred suppliers
- Pre-qualify opportunities with NFPs regarding

your services

- Meet up to 100 NFP Executives each year
- Build your profile within the NFP sector
- Become recognised as the “go-to firm” for NFPs in your region
- Participate in the mastermind community with industry thought leaders

This is better than sinking money into business networks, or spending time developing complicated marketing strategies.

You gain access to a guaranteed pipeline of NFP prospects who need your services.



Your investment

We recognise that each business is different, so your investment in the program is POA. Get in touch with us to find out your exact pricing model.

How NFP Engage works Core Elements

NFP Connect has four key elements designed to deliver you new prospects.

1. NFP Technical Series

- Events are held monthly from February to November
- Invitations exclusively to NFP Executives
- Topics for meetings are selected based on current NFP pain points
- The opportunity one (1) NFP Connect member to introduce themselves at each event

2. NFP Insight Series for Hub Members

- NFP Hub comprises service providers who have an interest in NFPs
- Events are held monthly from February to November, and provide an opportunity for members to interact and discuss current industry issues
- An industry leader will be the guest speaker at each meeting

3. Concierge Relationship Management

After each NFP event, Orbit will meet with attendees to undertake the Orbit Performance Efficiency Review, which focuses on the service areas represented by the Preferred Suppliers. Orbit will pre-qualify NFPs regarding their need

for the services of the Preferred Partners, and obtain preliminary data to perform a desktop review and provide a preliminary recommendation. Specifically, Orbit will:

- Meet NFPs and undertake a Fact Finder to determine their pain points
- Arrange to collect data and documentation of existing services
- Provide this information to the Preferred Supplier to analyse and formulate an assessment/proposal
- Arrange a meeting between the Preferred Supplier and NFP to present an Efficiency Report
- Assist with all necessary follow-up to ensure you close the sale

4. Build your authority with regular, quality content

Your firm will be invited to contribute content to the Orbit NFP Hub LinkedIn campaign. This is shared to Orbit's 10,000+ connections (including 500 NFPs) plus those of the other NFP Connect Members.

Orbit will create video content of each meeting, which provides regular, quality content you can share and repost on social media. This will cement your online reputation.



Join a professional community that's guaranteed
to grow your business opportunities

Tap in to a guaranteed pipeline of NFP Executive prospects. Get face-to-face meetings with key NFP decisionmakers who need your services. Position your business as a Preferred Supplier to NFPs in your area.

Contact Orbit today to discuss your exclusive premium membership to Orbit NFP Connect.



ORBIT HUB

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