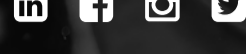


HOW CAN WE HELP YOUR ORGANISATION?



WHAT IS 180 DEGREES?

180 Degrees Consulting (180DC) is the **world's largest university based consultancy**, providing socially conscious organizations around the world with very **high quality, extremely affordable consulting services**. We are committed to working with organizations to develop **innovative, practical and sustainable solutions** to the challenges they are facing.

We are present in **33 countries** and **88 branches** in the world's top universities. Our student consultants are highly qualified and go through a rigorous process to become a part of 180DC. They are our key enablers that help us tackle the **unique problems faced by non-profits and social enterprises globally**.

OUR IMPACT

180 DC has been helping non-profits and social enterprises since 2007



Since inception, we have provided over 2.6 million hours of consulting to clients



97% of our past clients recommend our services for other non-profits



180DC has helped over 1900 non-profits solve their challenges & expand their social impact



We have trained over 12,000 qualified consultants to help our clients maximise their potential

OUR SERVICES

We are able to support your organization with any challenge it is facing.

In addition to developing projects that address **your organization's unique challenges**, we have also developed special expertise in these **five common areas** through our work with non-profits globally.

REVENUE GENERATION

Strategic and corporate partnerships/sponsorships, fundraising strategy, maximizing pay-to-use services, profitable events strategy, and grant selection

MARKET STRATEGY

Competitor analysis, volunteer acquisition and retention programs, funding models, and data collection

MARKETING & ENGAGEMENT

Social impact measurement, website and user experience design, social media strategy, and customer analytics

OPERATIONAL EFFICIENCY

Supply chain strategy, cost reduction, business model transformation, and process optimisation

EXPANSION STRATEGY

Go-to-market strategy for new products and services, market expansion, and membership base growth

WHY WORK WITH US

01 OUR TEAM

We are present in the world's best universities and we have an acceptance rate for our consultants of 20-30% ensuring high-quality

03 OUR EXPERIENCE

We have provided over 2.6 million consulting hours to 1,900 non-profits

02 OUR PREVIOUS CLIENTS

We have worked with several high profile clients in the past, such as WWF and the Red Cross, who entrusted us with their challenges and we successfully delivered

04 OUR UNIQUE POSITION

Like your organisation, we are also a social enterprise and in a unique position to understand and help solve the challenges you are facing

OUR CLIENT CASE STUDIES

ENGAGEMENT

UNICEF

THE CHALLENGE

UNICEF was struggling with engaging their target audience on social media. They approached 180DC to improve their donor engagement and create a comprehensive digital media strategy.

THE SOLUTIONS

- ▶ With the ultimate goal of increasing engagement by 10%, 180DC recommended a diversified digital media strategy using Facebook to target UNICEF's key audiences.
- ▶ 180DC recommended capitalizing on emerging technologies such as Facebook Live and paid social media advertising based on an evaluation of relevance to the target market, and the expected success rate.
- ▶ In addition to this, 180DC recommended refining Facebook content based on best practice research on content style, type, timing and frequency designed to maximise UNICEF's impressions and engagement with their target audience. This strategy helped UNICEF increase their engagement significantly on Facebook.

The 180DC team are professionals at their jobs. At first I thought that young university students would not be able to deliver such solutions. Their report remind me of the work of "The Big 3" consulting firms



REVENUE GENERATION

MAKE A WISH FOUNDATION

THE CHALLENGE

Make A Wish foundation was struggling with low donations despite their widespread brand recognition. They approached 180DC to help increase their donations

THE SOLUTION

- ▶ 180DC conducted an in-depth analysis to understand why Make A Wish was struggling with low donation figures. Based on these findings, 180DC proposed a two-fold solution: a donor-centric fundraising strategy and a unique approach to corporate partnerships.
- ▶ 180DC recommended that Make A Wish Foundation use strategic fundraising channels and match marketing messages with donor interests. The solution included email marketing, telemarketing, social media marketing and specific targeting strategies based on the age of the target donor.
- ▶ At a corporate level, 180DC recommended that Make A Wish Foundation build partnerships with companies whose CSR efforts align with Make A Wish. These recommendations helped Make A Wish significantly increase their donation amounts and meet their targets.

Excellent, a terrific resource. 180DC has quality personnel, who have a genuine interest and desire to make a difference.



EXPANSION

MIGRATION HUB

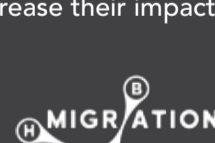
THE CHALLENGE

Migration Hub (MH) was struggling with locating cities for expansion in order to have maxise their impact. They approached 180DC to help them with their expansion strategy

THE SOLUTION

- ▶ 180DC evaluated numerous potential markets for Migration Hub to expand into including, but not limited to, London and Turin. In order to understand whether MH should expand, 180DC conducted a detailed analysis of MH's mission, their target audience, and each potential location to determine the optimal cities to maximise MH's impact.
- ▶ 180DC helped MH build and expand their network based on lessons learned by 180DC's own expansion to over 33 countries. The trajectory of MH's impact today is largely due to 180DC's work with the organization in its preliminary stages. The strategy put forth by 180DC helped MH expand and ultimately, support more refugees in need.

180DC is one of the most valuable platforms we have worked with. They should help more organizations and social entrepreneurs achieve their goals and increase their impact.



HOW WE WORK

There is a simple process outlined below to work with us and receive our consulting services.

APPLY ON THE WEBSITE

You can apply to receive our consulting services on [our website](#) and we will then schedule a short interview to find out more about your organization's challenges.

ASSIGNING A BRANCH

Based on your location and preferences, we assign your organization a branch of 180DC who will be working closely with you

PROJECT CONCLUSION

Upon finalization of the project, a set of deliverables are presented to you which you can subsequently implement in your organization.

1

2

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5

PROJECT BRIEF

We work with you to scope and define your project to ensure we address a clear challenge by drafting a project brief.

CONSULTING

Our local team of high-quality consultants works with your organization for a period of 10-15 weeks to help address your challenge

WANT TO FIND OUT MORE?

APPLY NOW ▶

