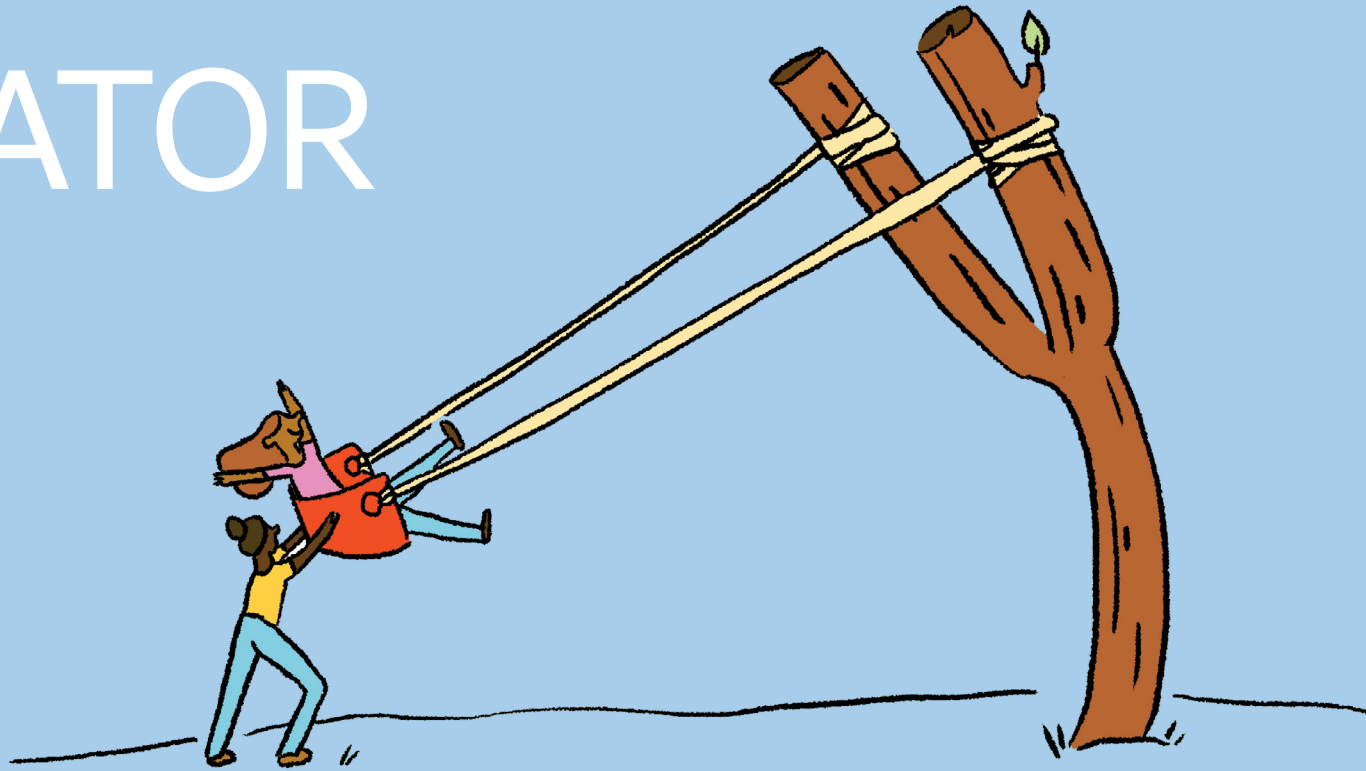




The ACCELERATOR Program





At Fifty Acres, we do great work – for good.
We care about the not-for-profit sector and
make it our business to see you succeed.

That's why we've developed our new
ACCELERATOR program.





The ACCELERATOR Program



This program is designed to give you the knowledge and skills to accelerate your communications and engagement to the next level.

With two intakes a year (start of year and mid year) not-for-profit and for-purpose organisations have the chance to apply for the program which provides communications and government engagement insights and training, counsel, objective setting, implementation and project evaluation, to the value of \$20,000 over 18 months.

Program Pathway

1



March - April

APPLICATIONS OPEN

- Your application should include the completion of the [Application Form](#), a 10 page (maximum) slide pack to support your application and a two-minute video that addresses your vision and how Fifty Acres can best work with you.

2



19 April

APPLICATION DEADLINE

- Application close date is on 19 April
- Email your application items to accelerator@fiftyacres.com along with your completed Application Form and your organisation's financial report.

3



29 April

REVIEW & SHORTLIST

- Shortlist of 10 organisations will be contacted for one-on-one discussions to refine the project and its vision.

4



6 May

INTERVIEWS

- Discussion with Jo Scard (Founder + CEO) and Jackie Hanafie (Global Director and Head of Strategy) via video conference.

5



13 May

SUCCESSFUL PROJECT ANNOUNCED

- The successful project will be announced.

6



May - July

PROJECT COMMENCEMENT

- The project will commence. The project approach is outlined on page 6.



How will the applications be assessed?

The successful organisation will be selected based on the following criteria.

- + 25% based on the overall vision of the project.
- + 25% based on how Fifty Acres' support can help to solve an identified social problem or need.
- + 25% on how the success/outcome of the project will contribute to solving a social problem or need.
- + 25% overall quality of thinking that has gone into your response.



How will the project proceed?

PHASE	OBJECTIVE	SUPPORT
ONBOARDING & DISCOVERY 	<ul style="list-style-type: none"> Discovery workshop with successful organisation and Fifty Acres Project Team including CEO Jo Scard to ensure we fully understand all the details of the project as well as the strategic vision and desired outcomes. We will liaise with your team to scope the project and get an understanding of how your organisation works and the resources and skill set you have in house. Fifty Acres will input on direction and opportunities. 	1 x 90 minute workshop with Fifty Acres CEO Jo Scard and your project team.
PLANNING 	<ul style="list-style-type: none"> We will collaborate with the successful organisation to advise and develop a project plan. The Fifty Acres team will take you through the process of developing an effective strategic communications approach to help you achieve your project outcomes. Fifty Acres will input into key tactics, timeline and activities required. An implementation plan will be confirmed. 	Included in the 115 hours of project support time.
IMPLEMENTATION & SUPPORT 	<ul style="list-style-type: none"> Fifty Acres will assist the organisation with the implementation of the plan. We will host regular WIP meetings. We will be on-hand to offer advice to guide your project. Our designers will work with you to develop templates to support your goals. 	Included in the 115 hours of project support time.

Total value is \$20,000 of consultation time over 18 months.



Thank you, we look forward to receiving your application. If you have any questions, please email us at accelerator@fiftyacres.com.

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