



PGC Testimonials

Michael Chant | CEO 107.9 Life FM Adelaide SA

Phil Gray Consulting worked with 107.9 Life FM in Adelaide with our June 2015 Radiothon. We experienced a higher-than-normal response (65% more dollars than last year) from an increased number of donors (35% more). Excitingly, we also had our highest ever number of new donors participating (20% of the total). Phil's prior preparation was outstanding, and his relationship with our team was truly effective. I highly recommend him to any station needing stimulus, input, encouragement or training.



Vicki Buchanan | Former General Manager 91.9 Fresh FM Gladstone QLD

Without the help of PGC, the team at Fresh would not have managed to achieve our major projects as well as double our annual income, increase our member base by 50% nor triple our donor involvement. We owe a great deal to Phil for our past increases and look forward to our ongoing partnership.

Ivan Green | Former General Manager 99.9 Live FM Townsville QLD

We recruited Phil Gray Consulting and the results have been simply outstanding. We recruited Phil to coordinate and produce our End of Financial Year Appeal, which proved to be a strategically advantageous and financially beneficial decision. It was our most successful campaign so far! I would wholeheartedly recommend Phil Gray Consulting to any business, organization or ministry that is serious about making the changes that need to be made in order to move forward.

Nathan Brown | CEO Christian Media & Arts Australia, (formally Dunham+Company) Sydney

I can categorically say that I have not yet come across a CEO to rival Phil's drive and calculated risk taking that made him such a successful fundraiser. Any organisation, especially in the not-for-profit sector would benefit from Phil's drive, enthusiasm and most importantly his trustworthy character.

Jarrold Graetz | Station Manager 89.9 Light FM Melbourne VIC

Phil is a radio genius who has his finger on the pulse 24/7. He is an outstanding leader and a true visionary. Phil's professionalism and drive have always greatly impressed me and I have no hesitation at all in recommending him.

Phil Galvin | General Manager, Darwin's 97 Seven NT

Phil Gray knows both the Media and the Marketing industry inside out, but unlike many in this game, he maintains a level of integrity and professionalism that is both rare and refreshing. This honesty and integrity is evident in the way he conducts business. I just encourage you to bite the bullet and JUST DO IT, get the wheels in motion with Phil Gray, you will not regret it!



PGC Case Studies

City population 155,000 (2014)

PGC produced and directed the station's June appeal, the result saw the station experience a 400% increase in the number of donors that engaged with the station and generating double the total revenue raised in previous appeals.

City population 1.2MIL (2014)

PGC produces client station's June appeal and raised 83% more than their previous year's result and then also conducted a record breaking June appeal for the radio station.

City population 550,000 (2011-14)

Through PGC's Accelerate Program this client station raised 67% more revenue in the station's end of year appeal than their previous best ever result.

City population 175,000 (2012-14)

PGC produced the station's June appeal raising 132% more revenue than their previous best ever result. PGC also conducted this station's June 2012, June 2013 and June 2014 appeals each raising over \$100,000. In our first 18 months of partnership we helped this station generate a total of \$586,000.

City population 280,000 (2012-14)

With partnership with PGC relating to their June 2011 on-air fundraising appeal, PGC raised 473% more than their previous appeals results. PGC also conducted this station's following June appeals that raised over \$200,000.

City population 60,000 (2013-14)

With partnership from PGC over a two-year period, this country station has doubled its donor membership base, tripled the revenue from donations and doubled its total annual sponsorship cash. Total revenue increased by 70% in this short period of time.

Ask us for further information on the ideal approach for your radio station.

 phil@philgrayconsulting.com
 +61 403 308 855



MORE CASE STUDIES AND CLIENT TESTIMONIALS ON OUR WEBSITE