

PREPARED FOR NAIN LEADERSHIP

# Building a permanent Christian voice in policy

This document sets out our engagement proposal and the technology platform we will deploy on NAIN's behalf to build a credible, well-resourced Christian lobby organisation in Australia — and a companion brief designed to support donor conversations.

PREPARED BY	DATE	CLASSIFICATION	CONTACT
Behaviour	April 2026	Confidential	albert@behaviour.ai

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PART ONE

## Engagement Proposal

We are proposing a phased engagement structured around NAIN's capacity and milestones rather than a fixed monthly fee. Our interest is in NAIN's success. The pricing model reflects that — the majority of our compensation is tied to outcomes, not hours.

PHASE 1 – MONTHS 1-3  
Foundation & Infrastructure

**\$8,500**  
Fixed fee

Establish the complete technology and strategic foundation. By the end of Phase 1, NAIN will have an operating social media presence, a governance framework, a donor approach strategy, and a clearly defined policy agenda backed by evidence.

- AXIOM social media campaign — Christian/conservative values voice, content pipeline from relevant AU news, thinker engagement on policy issues
- Governance layer configured to NAIN's values framework and Australian religious freedom statutes
- Messaging strategy — which issues to lead on, language register, audience segmentation
- Donor approach strategy — narrative framework, target donor profiles, ask structure and materials
- Security infrastructure — protecting the organisation and its leadership from reputational attack
- One full strategy case on NAIN's primary policy objective

**Payment:** \$4,250 on engagement commencement · \$4,250 on Phase 1 deliverable review and acceptance

PHASE 2 — MONTHS 2-12

### Donor Campaign — Success Fee

**3%**

of donations above baseline · capped \$30K

Our compensation from the donor campaign is tied entirely to performance above a mutually agreed baseline. We earn nothing if we do not help NAIN raise more than it would have without our involvement. We earn more as NAIN raises more.

- Baseline established at contract: NAIN's prior 12-month average donations (or \$0 if starting from scratch)
- 3% of every dollar raised above baseline, paid quarterly
- Platform produces donor intelligence: who to approach, messaging by donor type, follow-up strategy
- All donor communications reviewed through governance layer before sending
- Fee capped at \$30,000 (reached when NAIN raises \$1M above baseline)

**Example:** NAIN raises \$300K above baseline → we receive \$9,000 · NAIN raises \$700K above baseline → we receive \$21,000 · No uplift → we receive \$0

PHASE 3 – MONTH 4 ONWARDS

## Campaign Operations Retainer

**\$3,500**

per month · 6-month minimum

Ongoing operational support once the foundation is established and fundraising has commenced. NAIN gets continuous campaign intelligence, a running social media operation, and up to two strategy cases per month.

- AXIOM running continuously — daily content, thinker engagement, audience growth
- Monthly campaign intelligence brief — what is working, what to adjust, emerging opportunities
- Up to 2 strategy cases per month (additional cases: \$2,500/case)
- Pre-publication governance review on major communications and campaign materials
- Ongoing donor strategy refinement as campaign matures

**Payment:** Monthly in advance · 6-month minimum term · Monthly thereafter

## Indicative year-one cost to NAIN

All scenarios assume Phase 1 completes successfully and Phase 3 commences in Month 4.

SCENARIO	FUNDRAISING UPLIFT	PHASES INCLUDED	TOTAL YEAR-ONE COST
Minimum engagement	\$0 above baseline	Phase 1 only	<b>\$8,500</b>
Foundation + operations	\$0 above baseline	Phase 1 + Phase 3 (9 months)	<b>\$40,000</b>
Moderate fundraising success	\$200K above baseline	All phases	<b>\$46,000</b>
Strong fundraising success	\$600K above baseline	All phases	<b>\$58,000</b>

### OUR COMMITMENT

We are not a software vendor. We are a strategic partner. If Phase 1 does not deliver what we have described — a working social media presence, a governance framework, and a donor strategy — the Phase 1 balance is not payable. We stand behind the work.

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### PART TWO — DONOR BRIEF

## What donors are funding

This section is designed to be shared with prospective major donors. It explains the technology infrastructure NAIN is deploying, why it represents a step-change from conventional lobby-group operations, and what it enables that simply was not possible five years ago.

### FOR DONORS

### **You are not funding a lobby group. You are funding a platform.**

Most advocacy organisations operate the same way they did in 2005: a part-time communications officer, a newsletter, occasional media releases, and a prayer that someone important is paying attention. The organisations that win today are operating differently.

NAIN is building on a decision intelligence platform developed by Behaviour — a strategic advisory and decision-intelligence practice built to solve complex public-policy, governance, and mobilisation problems. This is not off-the-shelf software. It is a purpose-built system for organisations that need to move faster, think more clearly, and make every dollar count.

### What the platform enables



### Always-on Social Presence

An AI-native social engagement system operates continuously across NAIN's chosen platforms — producing content, identifying and engaging policy influencers, and amplifying NAIN's voice into conversations that matter. This replaces the equivalent of a full-time social media team, running 24 hours a day.



### Targeted Donor Intelligence

The platform identifies prospective donors by values alignment, giving history, and issue affinity — then generates tailored approach strategies for each. Each donor conversation is better prepared, better timed, and better pitched than what a traditional development officer could produce manually.



### Governance & Credibility

Every major communication NAIN produces passes through an automated governance check across legal, reputational, and strategic risk domains before it is sent. This protects the organisation's credibility and ensures that nothing goes out that could embarrass leadership or alienate donors and allies.



### Professional Security

Christian advocacy organisations attract determined opposition. The platform includes enterprise-grade security infrastructure: all documents leaving NAIN carry an invisible forensic fingerprint for leak attribution, all systems are monitored nightly for vulnerabilities, and all credentials are vaulted and protected.



### Evidence-Based Strategy

Access to a corpus of over 440 foundational texts on political strategy, combined with live geopolitical intelligence, means NAIN's strategic decisions are grounded in the best available evidence — not instinct. Every major campaign decision is backed by a documented analytical case.



### Built to Scale

The infrastructure scales with NAIN's ambitions. Whether the organisation is running a targeted campaign on one issue or a national advocacy program across ten, the platform adapts. New capabilities — polling integration, simulation exercises, masterclass strategist access — can be added as NAIN grows.

## THE INVESTMENT CASE

A full-time communications officer costs \$80,000–\$100,000 per year. A social media manager costs \$65,000–\$75,000 per year. A strategic consultant bills \$300–\$500 per hour. NAIN is acquiring the functional equivalent of all three — running continuously, at a fraction of the cost, and getting better over time as the system learns NAIN's voice, values, and priorities. Donors are not funding overhead. They are funding leverage.

## About Behaviour

Behaviour is led by **Doron Samuell** and **Yaron Finkelstein**. Doron is a behavioural economist and strategist with senior governance responsibility across major institutions and public programs. He has held oversight responsibility for multi-billion-dollar portfolios, authored policy, and served as a Prime Ministerial appointee to the Department of Industry. He brings a rare mix of strategic judgement, public-policy fluency, and execution discipline.

Yaron Finkelstein served as Principal Private Secretary to Prime Minister Scott Morrison and is a former CEO of Crosby Textor, one of the leading strategic communications and research firms in the world. He brings deep experience at the highest levels of Australian political strategy, government relations, and campaign execution. He now leads Society Advisory, advising organisations navigating consequential decisions, policy change, and high-stakes public environments.

Together, they combine policy judgment, governance experience, behavioural strategy, and practical advisory execution — exactly the mix required to help NAIN build a credible, durable Christian advocacy platform.

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### NEXT STEPS

## How to proceed

We propose a conversation to review this proposal, discuss NAIN's current situation, and agree on a commencement date. No obligation beyond that conversation.

**Albert Samuell**

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