



Cost effective marketing services for Charities.

Is your supporter database a strategic asset?

Need to improve the effectiveness of your supporter marketing?

Hello is the answer!

Hello is owned and operated by the Royal Life Saving Society WA.

Hello Customer Contact Services are shared marketing services that operates on a cost recovery for its charity clients.

This simply saves charities money.

Hello currently provides marketing services to many Australian and West Australian charities.

Why don't you use Hello?

Database Management

Introduction

Effective database management is the cornerstone of making your supporter database a strategic asset.

Many charities have a myriad databases and list of supporters or clients but often in different systems or programs. This creates a challenge when implementing a direct marketing campaign to ensure the best data is used and money is not wasted on poor data.

Database Merging & Consolidation

The creation of a single database of supporters can be extremely beneficial to achieving full value from your supporter database. Hello can assist by:

- Multi-format database merging
- Single database structure creation and data population
- Data entry.
- Uploading into accounting and donor management systems.

Database Cleansing

A quick and efficient method of improving the quality of your dataset is database cleansing. Hello can assist by::

- Consistent formatting of names, addresses and phone numbers
- Removal of duplicate records
- Bar-coding of addresses
- Telephone number cleaning.

Direct Mailing & Telemarketing

An effective database can be the difference between achieving a successful direct mail campaign or not. Hello can assist by:

- Active cleansing
- Preparation of data for 3rd party use
- Campaign management of database for fundraising programs.

Analysis & Reporting

Hello can assist with the analysis of your current databases and provide advice on how to optimise your data for your charitable purposes.

Hello can also assist in the development of database structures that will provide the reporting environment that is required to make good decisions.

Contact us and say Hello today

1800 730 333



Royal Life Saving
THE ROYAL LIFE SAVING SOCIETY AUSTRALIA