



Cost effective marketing services for Charities.

Are your direct mail programs achieving the results your need?

Need to improve the effectiveness of your direct mail programs?

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?

Direct Mail Services

Introduction

Direct mail is often a an important marketing technique for charities for acquisition and retention of members or supporters.

Hello can assist with all elements of a direct mail campaign to achieve the charities project objectives.

Direct Mail Campaign Design

Hello can assist with all aspects of a direct mail program including the program strategy, including:

- Target marketing
- Design concepts
- Copywriting
- List acquisition.

Database Management

Hello has the capabilities to merge, consolidate, and cleanse databases in preparation for a direct mail program including market segmentation.

Printing

Hello can source cost effective printing services by leveraging the purchasing power of multiple charities with a single quality print supplier

Fulfilment and Postage

Hello can source cost effective fulfilment services by leveraging the purchasing power of multiple charities with a single quality mailing house.

Hello will also ensure that charities maximise their charitable mailing status and provide bar-coding of post where possible.

Administration Services

Hello can provide full administration services including banking, receipting, reminders and financial reporting of campaigns. The entire campaign can be outsourced if required.

Project & Database Reporting

Hello can assist with full project management and reporting of program outcomes. Hello can provide detailed database ready for importing into a charities database management system or accounting package.

Contact us and say Hello today

1800 730 333



Royal Life Saving

THE ROYAL LIFE SAVING SOCIETY AUSTRALIA