



# Cost effective marketing services for Charities.

Need to maximise your fundraising return?

Need to eliminate leakage of fundraised dollars to commercial organisations?

**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?**

# Fundraising Services

## Introduction

Established in 2002, Hello was created to in-source key fundraising activities to eliminate the leakage of fundraised revenue to commercial organisations.

Delivering significant cost savings to Royal Life Saving Society WA, its now made these services available to other charities.

All marketing services are provided to other charities on a cost recovery basis to ensure maximum proceeds of fundraising campaigns remains with the charity.

## Telemarketing

Incorporating two state of the art call centres, Hello provides full service telemarketing including both Outbound and Inbound fundraising capabilities.

The call centres are located in regional Western Australia and have the capacity of 100 seats. The inbound call centre operates 24x7x365.

## Direct Mail

With many years of direct mail experience Hello can construct and conduct direct mail programs for charities. This includes, design, list development, printing and fulfilment services. With the combined volume of multiple charities, Hello can leverage volume discounts for all direct mail activities.

## Raffle Programs

Hello conducts raffle / lottery programs for charities throughout Australia. Hello can manage all aspects of a raffle program from prize acquisition to payment processing or partial services as required. Hello manages over 20 raffles per year for various charities.

## Database Management

Effective marketing often requires outstanding database management.

Hello offers extensive experience in database development and management for direct marketing programs. Including database cleansing, de-duping, re-structuring or enhancement, Hello can help make an strategic asset of your database.

Contact us and say Hello today

**1800 730 333**



**Royal Life Saving**

THE ROYAL LIFE SAVING SOCIETY AUSTRALIA