



Cost effective marketing services for Charities.

Considering raffles as part of your fundraising strategy?

Need to improve the effectiveness of your raffle 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?

Raffles & Lotteries

Introduction

Raffles / Lotteries can be an extremely effective fundraising strategy for many charities. While raffles can be resource intensive, Hello provides a full outsourcing service for conducting a raffle or a series of raffles. This allows charities that previously could not have considered raffles to use this as a fundraising strategy.

Raffle Strategy

Hello will work with a charity to develop a strategy that best meets the unique characteristics of the charity and their objectives of the program, including:

- Supporter acquisition
- Brand development
- Public awareness
- Fundraising targets.

Database Management

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

Lucky Number Sales

Hello can tele-market the sale of lucky numbers in a raffle to both previous supporters and acquire new supporters. Hello develops scripts in conjunction with the charity to ensure that the key charity messages are delivered.

Hello can also arrange the printing and distribution of ticket books with businesses and supporters.

Administration Services

Hello can provide full raffle administration services including:

- Pledge letter direct mailing
- Banking of raffle sales and donations
- Reporting of banking and campaign performance
- Database and banking reconciliation

Reporting

Hello can provide full financial information for compliance reporting.

Contact us and say Hello today

1800 730 333



Royal Life Saving

THE ROYAL LIFE SAVING SOCIETY AUSTRALIA