



Hospiscare partner with Integrity Connect to drive supporter growth through direct mail

Campaigns designed for success

Hospiscare, an Exeter-based end of life palliative care charity, wanted to drive new donor engagement within their catchment area and asked Integrity Connect to provide an end-to-end solution to manage an entire donor acquisition direct mail campaign. The brief encompassed design, data profiling and targeting, print and mailing production through to postage.

Integrity offered ideas and consultancy to help Hospiscare reduce their postage costs and provided concept and design for both their warm and cold Spring and Summer mailing packs.

Integrity adopted a consultative approach to overcome the business challenges presented by Hospiscare:

- Finding a successful GDPR compliant new donor acquisition channel
- Looking for a data acquisition and production partner who could provide a design-to-door mat service
- Streamlining their raffle to make it more cost effective and easier to manage whilst retaining and engaging current and new players via warm and cold campaigns
- Finding a solution to ever increasing postage costs.

“ ”

Integrity have been a delight to work with.

They have guided us through our various campaigns with patience & kindness, which in a busy environment, post-Covid has been really appreciated.

Karen Turner
Individual Giving Manager
Hospiscare

Hospiscare
Your local hospice



Partially Addressed Mailing (PAM)

As a result of Integrity's approach and ideas, Hospiscare opted to use a Partially Addressed Campaign as a GDPR compliant channel to drive new donor growth. Integrity provided data insights to help Hospiscare profile their current data and find 'look-alike' full postcodes and identify streets where they would more likely find people with a higher propensity to become donors.

Integrity managed the entire process from data acquisition, concept and design through to production, postage and delivery of both the warm and cold mailing campaigns.

Some of the key services delivered through the PAM campaign by Integrity included:

- Design, Concept and Creative
- Data profiling and acquisition – finding 'look-alike' data based on Hospiscare's current donor demographic profile
- Print and Mailing production
- VAT-mitigation and consultancy
- Postage solutions.



You can play online at <https://hospiscarelottery.co.uk/ticket-store> scan the QR code below

1 First, please check your details and amend if incorrect:

2

Next, tell us how many tickets have you...



THE DESIGN BRIEF:

An initial online 'kick-off' meeting was a brilliant way to listen to the clients' background story, establish what they were hoping to achieve for this mailing and quickly agree the best way forward keeping the conceptual time to a minimum and within budget.

Something that's cheerful, bright, incorporates brand colours and completely says 'Summer' but is different from our previous ice cream-themed mailing - appealing to all age groups and raffle/lottery players.

THE OUTCOME

A quick moodboard of three options presented by our design team helped convey our concepts to the client and very soon we had their full approval to proceed.

We're thinking something graphical and illustrative, designed around the main headline - warm sunshine, sun rays, blue skies, fluffy clouds and lush green grass... teamed with vibrant summer fete bunting and celebratory stars for added excitement of a chance to win!

Raffle Mailings (warm & cold)

Integrity then worked with Hospiscare's Individual Giving Team to create a Ticketed and Ticketless Raffle Mailing.

Hospiscare had previously only used raffle tickets in their lottery mailings. Integrity worked with Hospiscare to help them develop a 'ticketless' mailing pack which used a form with a number selection on it, rather than tickets. This reduced the cost of the pack and made it a much more efficient process when receiving the responses without having to handle tickets.

Integrity designed an engaging and user-friendly ticket form for Hospiscare's players. Having never used a ticketless raffle before, Hospiscare wanted to run a 50/50 test on the warm campaign with half ticketed and half ticketless to measure the results.

In addition to the warm campaigns, Integrity designed and arranged a ticketless cold Doordrop Campaign into postcode sectors with a higher propensity to have a similar demographic to Hospiscare's current lottery players.



"For me, the job is really rewarding, despite all the challenges. To be able to care for patients and their families at this stage of their lives is an absolute privilege and I get a huge amount from it."

- Petra



Integrity provided the following key services for Hospiscare's Raffle campaign:

- ✓ Design, Concept and Creative
- ✓ Indexing Hospiscare's current raffle player data and finding postcode sectors that matched this demographic to find new players through a Doordrop Campaign
- ✓ Print and Mailing production and fulfilment for the warm ticketed and ticketless Mailings and Doordrops
- ✓ VAT-mitigation and consultancy
- ✓ Postage solutions.

“ Integrity have made useful suggestions & worked hard in the background to supply the information we need to make informed decisions & to squeeze the maximum possible from our budgets. We have also loved the imaginative & creative designs that have been produced for us.

Karen Turner
Individual Giving Manager
Hospiscare

Scan the QR code to play now



It's thanks to people like you, by taking part in our Summer raffle, that enable us to take care of the patients and their families locally who need specialist end-of-life care.

Thank you for making a difference.

Thank you!



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