

lient Spotlight





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-doormat 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.

SLIPE

"the Bairden at the hospice are in full bloom and our ments with each other

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

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.

SUPER

Third Prize

£250

Hospiscare

Hospiscare

£1

£500

10 x £25

Runners Up

910000

9100001

SUPER

10 x £25

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.

Your local hospice «Name» «Address»

(Address) (Address) Town/City> ostcode

Don't miss

your chance to win!...

Hospiscare

Dear «salutation»

As I write this letter the sun is shining and it is lovely to see the garden at the hospice As I write this letter the sun is shining and it is lovely to see the garden at the hospice wake up – there is blossom on the cherry tree, the bluebells are in full bloom and our patients and their families are enjoying spending peaceful moments with each other outside in the sun – we have even had a four legged visitor, as a patient's beloved horse spent some time with her, which brought a smile to everyone's faces.

With the pandemic and now the pressures of the cost-of-living crisis it has felt difficult With the pandemic and now the pressures of the cost-of-living crisis it has felt difficult to smile at times, but here at Hospiscare, the nurses, therapists and clinical teams continue to work through all these challenges and make sure that they are doing their best to give the right care and support to all our patients and families who are living with a terminal diagnosis and need the specialist end of life support that we give in the local community.

That's why I wanted to share the photo of Petra, one of our nurses, talking about why she is proud to work for Hospiscare, the pride she has in giving the care and comfort to help bring smiles to our patients and their families during what is a difficult time. It's only something she can do thanks to people like you, who by taking part in our raffles, are helping our nurses to keep on caring.

So I'm delighted to invite you to take part in our Super Summer Raffle. Remember, when you buy your book of raffle tickets, your entry could fund an hour of specialist palliative care.

What's more you will get a chance to win some of our top cash prizes! Imagine winning £3,000 this summer – what would you spend it on? Guaranteed it would bring a smile to your face too!



First Prize

£3.000

Second Prize £500

Third Prize £250

Runners Up

SUPER

A WERE AND A WAR

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

First, please check your details and amend if incorrect:

Next, tell us ho

Please return this stub and payment by Friday 21 July 2023 Return to: Hospiscare Lettery, Searle House, Dryden SUPER

Hospiscare Your local hospice

(Name) (Address 1) (Address 2) (Address 3)

(Address 4)

(Postcode)

Dont miss your chance to win! ...

100001

9100001

rill support local people whose lives have be lagnosis. Your tickets will help our nurses a

Hospiscare

£3,000

£250

Don't miss your chance to wi

Draw date: Wednesday 26 July 2023

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9100001 🏶 Hospiscare

SUPER SUMMER RAFFLE MissO MsO

to: hospitate: Seter, EX2 5]] late: Wednesday 26 July 2023

First Prize

£3,000

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 guick 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!

BeGamble Aware org 16

rewarding, despite all the challenges. To be able to care for patients and their their lives is an absolute

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.

Postcode:

3

6

ed by post within 7 days

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Expiry date

https:

Please pick the ones you would like or tick the 'ALL TICKETS' box

Card holder's name as it appears on card:

Ø

0

3

Ø

I would like to buy the following tickets:

Ø

Card type:

Card No: Signature

ⓓ

6

3

Ø

0

Please charge my Mastercard / Visa Debit Card (We connot accept credit cords for rolffles)

per will be entered into the prize draw. Winners will t

Please provide your phone number or email ((in case of queries) +

Address

0

Hospiscare

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Integrity provided the following key services for Hospicare'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

THANK

ΥΟΠ

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.

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Karen Turner Individual Giving Manager



GOOD

LUCK!

NEED A BESPOKE, MULTI-CHANNEL SOLUTION? LET'S TALK





TAKE

CARE

+44 (0) 1761 409200

enquiries@integrity-connect.co.uk

11.2 Unains 10 people me you, by taking part in our Summer raffle,

uy comms part in un summer rame that enable us to take care of the unarenaure us un lare care un une patients and their families locally Pauerns and men lammes weavy who need specialist end-of-life care.

Thankyou for making a difference.

It's thanks to people like you,



ospiscare local hospice

www.integrity-connect.co.uk

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