



ALDER HEY CHILDRENS CHARITY

Like most charities, Christmas is a critical fundraising period for Alder Hey Children's Charity. During this period, the charity wanted to generate more income from fewer donors than previous years.

In the past, the charity sent an unsegmented mailing to as many donors on their database as possible. However, with diminishing ROIs and falling response rates, the charity focused on a more targeted in their approach.

"By having a more focused and targeted approach we proved that mail is a key tool for driving income for the charity."

Ashley Flint, Alder Hey Children's Charity.

56%
UPLIFT OF
DONATION ON THE
PREVIOUS YEAR

6.7%
RESPONSE RATE