



Posthub enable Michael Sobell Hospice to send their first direct mail campaign

Michael Sobell Hospice is committed to creating special moments for people with a life-limiting illness in its local community. They have been delivering free and expert palliative care and support in Hillingdon and northwest London since 1977.

High production and postage cost of cash appeal mailings were stopping the charity from investing in a mailing programme.

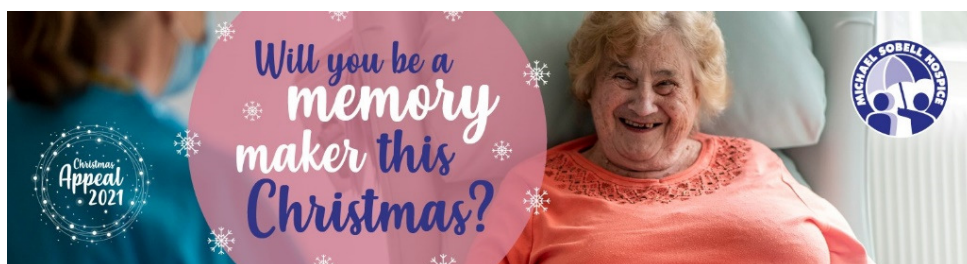
Posthub offered the solution with a significant reduction in postal costs which enabled Michael Sobell Hospice to send out their first ever Christmas appeal cash mailing pack.

The campaign resulted in:

- double digital increase in cash appeal income
- 33% increase in Individual Giving income
- 25% improvement in the ROI of direct mail appeals.

“ This was the charity’s first foray into direct mail and **working with Posthub team has been a pleasure**. Our account manager walked us through the process from start to finish and was there to answer the many questions we had! The **savings that were made in postage costs** throughout the year enabled us to invest in our first fully integrated Christmas Appeal campaign, which is now a key part of our annual mailing programme. ”

**Angela Reinfor, Fundraising Lead – Individual Giving and Digital,
Michael Sobell Hospice**



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