

Direct mail samples

1. **Gracie Jacques**
An email-shot to announce a business name change
2. **Oldingham Cats and Dogs Home**
A direct mail letter to raise funds for the charity

1. Email-shot:

Gracie Jacques

The brief:

Since it started, the company had gone from strength to strength and its owner, Emma, had decided to give it a rebrand with a new name, new branding and a new website.

An e-mailshot was needed to inform existing customers of the changes and encourage them to visit the new website. From there they would be able to view and purchase new items.

My response:

Emma's own account of setting up her company and deciding on the changes she was going to make was full of charm and enthusiasm, but a little wordy.

I decided to write the e-mailshot as a personal email from Emma herself. I took her tone of voice and ideas and refined them into a finished piece that would captivate her customers.



GOODBYE Jacques Designs, HELLO Gracie Jacques!

We have undergone a magical metamorphosis.

We have a fresh new look, a stunning new website and a brand new name.

The changes we have made will help us move into a brighter and more creative future where we can continue to flourish, evolve and expand.

Time to move forward.

Like most businesses, we started small – trying new things and testing the market. We had no idea how quickly our enterprise would develop or how successful it would be.

Earlier this year, following considerable growth, we decided it was time to take the business to the next level – with a change of image and a change of name.

We wanted the changes to breathe some character into our brand and build a strong identity for the future.

Introducing... Gracie Jacques!

Jacques (pronounced 'Jakes') is my surname. The Gracie part has come from a number of happy coincidences.

In our family business, my sister, brother and I – and my own two children – were all born on a Tuesday. And we all know that *Tuesday's child is full of grace*.

Gracie was also the girl's name I had chosen when I was carrying my second child. My baby turned out to be a boy, but I still loved the name Gracie, so it seemed apt to use it for my business – which is also my baby!

Let us show you.

We're so excited about the changes we have made and we can't wait for you to see them.

You can find our new website at: www.graciejacques.co.uk

To keep in touch and receive updates on all our new products, please like our Facebook page, follow us on Twitter and join our mailing list.

We hope to see you all soon.

Best wishes

Emma

2. Direct mail letter: Oldingham Cats and Dogs Home

The brief:

A course project to write a direct mail letter for the fictional home, which cares for lost and sick animals. The home seeks to re-home the animals in its care and prevent further suffering.

The home is solely dependent on charitable donations. The letter should target pet owners in the area in a bid to raise money.

My response:

I researched the subject to learn more about the plight of abandoned and sick animals in the UK.

I found and used information and statistics from reliable sources to support my arguments.



OLDINGHAM **CATS AND DOGS HOME** *Providing a brighter future for rescued animals*

 **DONATION
HOTLINE**
0123 456 7890
8.00am - 8.00pm daily

Dear friend

Your donations can help animals in distress

Did you know that UK local authorities recovered more than **100,000 stray dogs** last year?*

In that same year, **7,700 dogs** were destroyed for want of a **suitable home**.*

* Source: Dogs Trust

For thousands of pet owners, these shocking statistics are a sad reality. The Missing Pets Bureau reports that **5,700 dogs and cats** go missing every week.

What if one of them was yours?

You would hope that your pet would be found. You would hope that he or she would be cared for and receive medical attention. You would hope for a phone call and the chance to be reunited.

I'd like to reassure you. If your pet was found and brought to our rescue centre I'd like to assure you that there would be available space, a qualified vet to give medical treatment and carers to ease any distress. I'd like for all this to happen, but I can't guarantee it.

Case Study – Cookie

Cookie, a two-year-old cat, was brought to us when Tom Smith saw her being abused by a gang of youths and intervened.

"She was traumatised and very frightened," said Mr Smith. "My first thought was to take her straight to Oldingham. I just hoped that they could help her."

Cookie was found to have been badly beaten and had two broken legs. Staff took care of her injuries and kept her under close observation until, slowly, she began to recover.

Owner, Anne Brown, was delighted to receive a call from us, letting her know that Cookie had been found. "She never strays far," said Mrs Brown, "I was so worried when she didn't come home. I looked everywhere for her."

"It's hard to believe anyone could be so malicious towards an innocent cat. If it wasn't for Tom Smith and the kind staff at Oldingham, I dread to think what might have happened."



info@oldinghamcare.org
www.oldinghamcare.org/donate

Managing Director: Mike Blatch
Registered charity number 123456



The not-so-lucky ones

Cookie was lucky. She made a full recovery and was reunited with her owner. **Not all rescued animals are fortunate enough to be placed in the care of a charity.**

Your local authority keeps recovered animals for a maximum of seven days. They will try to re-home any unclaimed pets after this time, but are **legally entitled to destroy them** under EPA guidelines. Charities take as many as they can but, due to limited resources, are often forced to turn animals away.

We never put a healthy animal down

Oldingham deals with around 800 lost and sick animals every year. We would like to do more, but with no government funding **we are totally reliant on charitable donations.**

Case Study – Fred

Fred, a twelve-year-old Jack Russell, was brought to us when his owner died suddenly. Placed in an unfamiliar environment and surrounded by strangers, he was understandably traumatised. Though staff gave him all the love and attention they could, what Fred really needed was a new home.

In government care, a dog of Fred's age would be unlikely to be re-homed, but staff at Oldingham are dedicated to finding new homes for all of the animals admitted.

Fred's case was swiftly posted on our website and mailshots were sent to suitable candidates in our network of people seeking dogs. In just a few days a new owner had been found.

"Fred is a wonderful dog," said new owner David Baines. "It saddens me to think what would have become of him if Oldingham had not been able to take him in."

Your donations are vital

The cost of care is high. Our annual costs amount to £150,000. That's an average of £187.50 for every animal we care for.

Small, regular donations can make a big difference:

- £1 a month can re-home two healthy cats
- £2 a month can provide food and lodgings
- £4 a month can sponsor a cat pen for a year
- £5 a month can sponsor a dog kennel for a year

Larger one-off donations are equally effective:

- £10 can heat a dog's kennel for a week
- £50 can provide veterinary care for a cat
- £100 can pay for minor veterinary surgery

As we keep our running costs low, you can be assured that **90 pence of every pound you donate will go straight to animals in need.**



info@oldinghamcare.org
www.oldinghamcare.org/donate



**DONATION
HOTLINE**

0123 456 7890

8.00am - 8.00pm daily



Fred
found a new owner



Tabby
reunited with family



Jake
found a loving home

Managing Director: Mike Blatch
Registered charity number 123456



Sponsorship

For just £4 - £5 a month, you could sponsor a cat pen or dog kennel.

Sponsorship can be rewarding. You can check the progress of the animals you are helping to fund at any time via the website.

Fundraising can be fun

Fundraising is a great way to raise large sums of money. If you have a fundraising idea for Oldingham, please let us know in advance. We have a range of great promotional materials and fundraising advice that may be of use to you.

Keeping in touch

The website is regularly updated with all the latest stories and admissions, so it's easy for you to keep up-to-date.

If you don't have access to the Internet, why not subscribe to the quarterly newsletter? It's free to anyone who donates and gives details of the latest news, fundraising events and success stories. It also gives you an insight into how your valuable donations are being used to help animals in need.

Our promise to you

Your donation will help dedicated efforts to heal, reunite and re-home hundreds of deserving animals.

In return we promise:

- never to put a healthy animal down
- to return or re-home all animals in our care
- to invest surplus funding in the charity's growth

Please help animals in distress

Donating couldn't be easier.

CALL the donation hotline

VISIT our website to make a credit card donation online

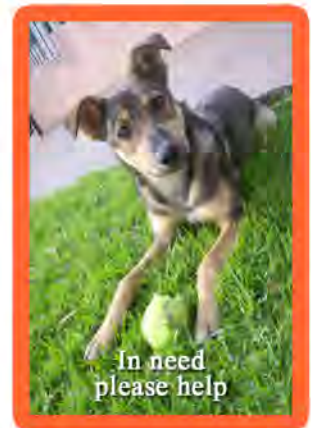
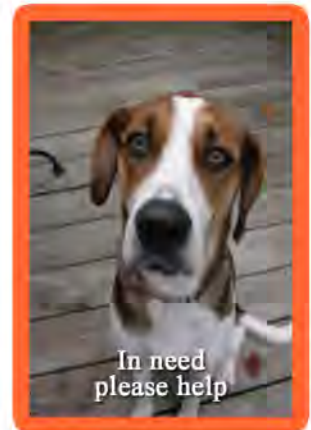
POST us a cheque in the prepaid envelope provided

We can't do it without you



**DONATION
HOTLINE**

0123 456 7890
8.00am - 8.00pm daily



Yours sincerely

Mike Blatch

Managing Director



PLEASE COMPLETE THIS SECTION AND RETURN IT WITH YOUR CHEQUE

Name: _____

Please subscribe me to your:

Address: _____

Postal newsletter

Postcode: _____

E-newsletter

Email: _____