

propack

Action Medical Research - Saving Tiny Lives campaign

Background

Action Medical Research (AMR) save and change children's lives through medical research. They believe that the diseases that devastate the lives of so many of our children can be beaten. They have been funding medical breakthroughs since they began in 1952 like the first polio vaccines in the UK, ultrasound in pregnancy and the rubella vaccine – helping to save thousands of children's lives and change many more.

Surprisingly medical research to help children is poorly funded in the UK. AMR has a critical job to do in helping fill this gap to protect children. The prospects for finding new cures and treatments are almost within their grasp. They have vital research ready to go – they simply can't fund it all.

Acquiring new supporters is a key element of their fundraising activity.

Objectives

- To print and mail a Cold Mailing to over 30,000 recipients in order to generate income, increase the supporter base and increase awareness.

Overview

As this was the first campaign we had produced for AMR we were able to impress with the benefits of our Ethical Mail Postal Service and our recommendations on suitable paper stocks.

We produced a comprehensive mailing within budget and on time which led to further requests for future campaigns.

"Thank you for the direct mail jobs you've done for us this year – we've been really happy with them and the service you've provided!"

Helen Slater - Individual Giving Manager, Action Medical Research

