> *For those people or organisations who need to send a lot of letters, newsletters or other communications, it would be very worth considering imail, as it is much quicker (and therefore cheaper) than employing people to stuff envelopes and estimating (and possibly wasting) printed materials. It would also be very useful for organisations operating out of several bases as letters can be added to the templates and then sent as and when required and changed when necessary. We also found the system very easy to use and the imail team helpful. On the rare occasion we needed assistance we have always had a prompt response and the issue has been speedily resolved.*
>
> Sara Atkinson, CEO Haworth Cat Rescue

The Background:

Haworth Cat Rescue is a registered charity which formed over 20 years ago in 1992, offering a rehoming service for unwanted and stray cats and kittens. They operate solely by fundraising so therefore try to keep costs to a minimum. The charity is also an NCVO member; NCVO (National Council for Voluntary Organisations) champions and strengthens the voluntary sector, with 8,500 members, from the largest charities to the smallest community organisations. It makes sure the voluntary sector can do what it does best. NCVO also works with imail to help reduce print and mail costs for their members.

The Requirement:

Haworth Cat Rescue communicate on a regular basis with their supporters by sending a regular (quarterly) newsletter, which keeps them up-to-date with their rescue work, fundraising and volunteer events, as well as writing to those who have adopted cats from them. The charity used to have newsletters printed, then print labels and got volunteers and staff to stuff the envelopes, which proved very time consuming. There was also an issue with predicting how many newsletters they would need for the quarter, and often ended up with too many or too few. The newsletter was received well by the supporters and the charity received some positive feedback but it was becoming more of a burden to get the newsletters out on time, and the one-off letters to new adopters were being overlooked because of the amount of work involved. Haworth Cat Rescue also found it was difficult to assess their costs because of the wastage/shortage of printed newsletters.

The Solution:

By using imail, Howarth Cat Rescue was able to upload a csv document of addresses to the imail website and send out newsletters at the click of a mouse. Therefore there was no wastage/shortage of newsletters. For the follow-up letters, they used imail's 'print client', which means that they simply prepare the letter from their database system, add the latest version of the newsletter and select print. The letter goes straightaway and the system retains the record that the letter has been sent.

The Results:

The charity significantly reduced the amount of time and effort it took for their staff and volunteers to initially send out the newsletters. They were able to keep track of their mailings and were able to get the follow up letters out on a regular basis. Another benefit for the charity was that they could get their volunteers to send letters from the comfort of their own homes once the 'print client' was set up on their computers. This meant the charity could outsource some of the workload to their volunteers who may not be able to visit their centre. The fact that templates can be saved and amended very easily makes it versatile and easy for different members of staff or volunteers to access. Overall imail helped Haworth Cat Rescue streamline their activities and work more efficiently allowing them to grow their charity further.