



PRESS RELEASE

For Immediate Release

HSP Direct Promotes Pat Shoemaker to Partner

Ashburn, Virginia (Oct. 19, 2016) – HSP Direct, a leading direct mail fundraising agency, recently announced the promotion of Pat Shoemaker to Partner.



“Pat has been an integral part of our success as an agency, and we are thrilled to bring him into this role,” said James Hogan, CEO and Founder of HSP Direct.

Mr. Shoemaker joined the company in 2008 and quickly proved his expertise in strategy development and copywriting. He was promoted to Jr. Partner in January of 2012. Over his career he has raised hundreds of millions of dollars for various political and non-profit groups and with nearly 20 years of experience in the direct mail and non-profit arena, he is a natural fit for the current promotion.

Mr. Shoemaker received a bachelor’s degree in Anthropology/Sociology and a Studio Art minor from Towson University. Prior to starting with HSP Direct, Shoemaker served as area director for Young Life of Frederick County for 6 years, and continues to serve, now as Chairman of the Young Life Advisory Committee.

As Partner, Mr. Shoemaker will continue to provide his expertise in direct mail fundraising, while having an expanded role in overall company operations.

About HSP Direct

HSP Direct is a full-service direct mail fundraising agency offering creative message development, online fundraising, production services, graphic design, and list and data services through affiliated companies. Committed to delivering innovation, creativity, and performance, HSP Direct collaborates with its clients to help them achieve the fundraising results they demand. The company website is <http://hspdirect.com>.

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