

Integrated Strategies

Our expertise in integrating all the elements of a fundraising program ensures our clients' programs deliver superior results. In some cases we use a test mailing or phone program, while in others we conduct a fundraising audit or donor research, to determine the best ways to approach your donors and maximize results. Then, we look for unique ways to integrate Telefundraising, Direct Mail, Online and other fundraising programs to increase donor response.

Our professional consultants will work with you to develop and implement an integrated fundraising strategy that is customized to the needs of your organization and your donors.

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Fundraising Expertise

Stratcom combines its passion for, and extensive experience in, non-profit fundraising to create and implement integrated and innovative individual donor-based fundraising strategies that increase revenue and strengthen long-term donor and member relationships. Our full service philosophy means that we can meet all your fundraising needs including:

- ▶ **Telefundraising**
- ▶ **Direct Mail**
- ▶ **Online Fundraising**
- ▶ **Donor Research**
- ▶ **Broadcast Voice Messaging**

In addition to our fundraising expertise, Stratcom has extensive experience in non-profit campaigns, communications and opinion research. If you would like more information about any of our services, please contact us.

Innovation Strategy Results

Telefundraising

Stratcom operates two call centres, one in Toronto and one in Vancouver, which utilize state-of-the-art dialing and data-capture equipment. Between the two offices, we have more than 150 highly trained call centre agents who are passionate and dedicated to non-profit causes and have a strong affinity with the work of our clients. We have the capacity to run a full range of fundraising programs in both English and French, including:

- › **Monthly giving programs (upgrades and conversions)**
- › **Special donor appeals**
- › **Lapsed reactivation programs**
- › **Emergency campaigns**
- › **Acquisition programs**

Direct Mail

Stratcom combines its passion for social justice and environmental sustainability with its extensive skills in the art and science of donor-centred direct mail fundraising to create and manage innovative programs from concept to delivery.

With more than a decade of experience as a leader in the non-profit sector, our team can offer you expert services for all your direct mail needs, including:

- › **Program strategy and implementation**
- › **Creative services: copywriting and art**
- › **Online appeals and integration with mail and phone**
- › **List strategy, acquisition, brokerage and management**
- › **Production management**
- › **Integration of multiple direct response tools**
- › **Fundraising program audits**
- › **Direct mail package and program reviews**

Research

Stratcom combines its experience as non-profit fundraisers with sophisticated survey and focus group methods to design, conduct and interpret research studies that guide communications, campaigns and fundraising strategies.

We utilize a wide array of research tools to boost fundraising effectiveness, including:

- › **Donor research**
- › **Market and public opinion research**
- › **Branding and positioning**
- › **Stakeholder input**

We apply our extensive experience in marketing and public affairs to:

- › **Understand your donor base**
- › **Test your marketing and fundraising assumptions**
- › **Refine themes and messages**
- › **Target your donors and prospects more effectively**

Broadcast Voice Message

Stratcom was one of the first organizations to bring Broadcast Voice Messaging (BVM) to Canada's non-profit sector and pioneered the concept of strategically integrating BVMs into fundraising and campaign strategies. Our experience has shown that, when implemented appropriately, BVMs are an extremely cost-effective way to enhance response rates and build participation and awareness in your work.

A BVM allows you to speak directly to your donors, members or supporters with short pre-recorded messages — an ideal way to raise awareness at critical times, improve direct mail results and press home your message.

We will work with you to design the message and strategy — all you need is a list to call and a reason to contact your donors/members.

