

## Broadcast Voice Messaging (BVM)

At Stratcom we're pioneers in bringing Broadcast Voice Messaging to Canada's non-profit sector. Our experience makes us a leader in this fast-growing and affordable field. BVM allows you to speak directly to your donors, members, or constituents, with short pre-recorded messages; it's an ideal way to increase attendance at your events, raise awareness at critical times, and press home your campaign message.

Broadcast Voice Messaging can also be adapted to gather information from your target audience (using automated data collection) or to direct them to a live operator for more complex surveying and message delivery.

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*All you need is a list to call and a reason—leave the rest to us. We'll even design a message and strategy for you.*

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### Our clients have used BVM successfully for:

- **Event Promotion:**

Need to promote attendance at an event? Use some of your advertising budget for BVM, a very cost-effective way to promote large attendance at rallies, public meetings, and other events.

- **Donor Membership Updates:**

Let your supporters and members know about the good work you've been doing. An update by voicemail is a simple way to ensure they keep your message in mind, and maintain active support for your campaigns. Ask your supporters to "opt-in" to telephone action alerts so they can be notified with BVM within hours of breaking events—a fantastic way to mobilize calls to a local MP or media poll, or attendance at events.

- **Donor/Membership Feedback:**

Membership or donor feedback surveys can be delivered through automated messages. Our system accurately captures the response of your members to critical internal and external issues facing your organization.

## About Us

Strategic Communications Inc. (Stratcom) is an innovative Canadian consulting firm founded in 1991. Stratcom specializes in services to enhance the effectiveness of Canada's NGOs and unions, offering services in the fields of opinion research, communications, and campaign strategy.

We have full-service offices in Toronto, Vancouver, Ottawa, London and over 20 years of experience as a key Canadian leader and innovator in communication techniques for the non-profit and political sectors.

**[www.stratcom.ca](http://www.stratcom.ca)**

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