

## Telephone Fundraising

When you call your donors, it gives you the opportunity to personally thank them for their support, update them on recent projects, inform them of what is coming next and ask them to increase their support, especially by recruiting them to monthly giving programs. And it's a two way conversation. So, it allows your donors to speak about why they care, ask questions about your organization and its efforts, and increase their involvement.

At Stratcom, we have pioneered some of the most successful telephone fundraising strategies and have developed and implemented hundreds of successful telefundraising programs across every non-profit sector. We deliver top results, exceptional client service and overall fundraising expertise. This is why some of Canada's largest charities have chosen to work with us, year after year.

We have over 100 fully qualified, highly trained, educated and dedicated call centre agents who are

passionate and dedicated to many non-profit and charitable causes.

Our attentive management team works closely with callers to ensure there are properly matched to campaigns and can genuinely relate to the cause. We treat every supporter with the utmost respect and our goal is that every supporter—whether they decide to give or not—feels positive about our client and their cause after our call.

### Why should you use Telephone Fundraising?

#### Increase Monthly Giving

Telefundraising is among the most effective tools to build a strong monthly donor base through the conversion of single gift donors and upgrading existing monthly donors. By phoning donors, you will obtain far more monthly gifts than through direct mail or online appeals.

#### Reactivate Lapsed Donors

Telefundraising is a cost effective way to increase your donor file by reactivating both your lapsed monthly and single gift donors.

#### Convert Online Contacts to Donors

Online acquired contacts are a great potential source of new donors. There is a powerful synergy between online and phone channels. We have successfully converted online contacts to donors through telephone fundraising for a wide variety of organizations. Many of these new donors come on board as monthly supporters.

#### Special/Emergency Appeals

Since telephone programs can be set up very quickly and are very flexible, telefundraising is an ideal way for an organization to respond to dynamic factors such as natural disasters, budget deadline or shortfall, or current events affecting their organization.

## Other uses include:

- Thank you calling
- Bequest identification and solicitation
- Upgrade to medium and larger donations
- List clean up and email collection

No phone numbers, no problem—we can find this information at a low cost.

And telefundraising is flexible. Our programs are continuously monitored and can be quickly adjusted and adapted should they not be performing as expected. Further, they can be stopped with as little as 48 hours notice without penalty.

## The Stratcom Advantage:

- 20 years proven experience and success.
- 3 call centre locations using state of the art technology gives us breadth of coverage, and choice of the very best fundraisers for each campaign.
- We do much more than telefundraising—so we know how to fully integrate your program with other communications and campaign objectives.
- Value added advice from a full team of top fundraising and communications consultants.
- Head to head tests have repeatedly shown, we deliver the top results in the field.

## Interested in our other services?

- Direct mail strategy and implementation
- Online fundraising
- Communications and engagement services like Telephone Town Halls and broadcast voice mail
- Public and donor opinion research

“For the last decade Strategic Communications has made a very positive contribution to the Heart and Stroke Foundation’s fundraising efforts and have particularly helped to build the value of our monthly donor file. They are professional and easy to work with, produce excellent results, and are flexible and responsive to our scheduling and data needs.”

Kristian Dart

**Manager, Interprovincial  
Direct Marketing**

**Heart and Stroke  
Foundation**

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