



We enlisted Stratcom to provide direction on growing revenues for a well-known charity in the international aid sector. They gave clear guidance on concrete steps to help the client tap into the potential for growth and build solid relationships for better donor engagement and retention.

Their expertise on direct response was a crucial part of the audit. The client valued their conclusions very highly and since they started acting on Stratcom's recommendations they are seeing some exciting results!

Mena Gainpaulsingh  
Director  
International Fundraising  
Consultancy

“ 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.

Brady Hambleton  
Director, Philanthropic  
Direct Marketing  
Heart and Stroke Foundation

## Our Mission

Stratcom’s mission is simple. We help non-profits, advocacy groups, unions, and political candidates become more effective in their work, and as a result, create a positive impact in our local and global communities.

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**STRATCOM**  
STRATEGIC COMMUNICATIONS

# Innovation Strategy Results



# STRATCOM

For more than two decades, Stratcom has created and implemented donor-centred fundraising strategies that strengthen donor engagement and grow annual revenues. We offer a wide range of services for all your fundraising needs.

## Consulting Expertise

Whether your goals are for steady income or growth in your annual program, you need a solid strategy that relies on tools best suited to your needs and your organization.

Our team of experienced fundraising consultants can help put your organization on the right path to meet your goals.

We can review your annual program, analyze and provide in-person feedback on your potential, and deliver written recommendations and a multi-year plan. As well, consulting support is built into each of our direct response services.

## Telefundraising

A personal conversation by phone is one of the most effective ways to recruit monthly donors, reactivate lapsed donors, and engage with your supporters. Stratcom has more than 120 fully qualified fundraisers available in our state-of-the-art call centres in Toronto, Vancouver, and Ottawa. We have the capacity to run a full range of telefundraising programs in both English and French, including:

### Monthly donation focused programs:

- Conversion of one-time to monthly giving
- Monthly upgrade and reactivation
- Lapsed and long lapsed reactivation
- Monthly acquisition from prospects such as online contacts and petition signers

### One-time gift focused programs:

- Renewal
- Special and emergency appeals
- Lapsed and long lapsed reactivation
- Online contact conversion

## Specialized Programs

Our extensive experience in the charitable sector allows us to offer highly customized approaches to your major donor appeals, capital campaigns, volunteer recruitment, legacy giving and more.

## Direct Mail

Our consultants have created award-winning direct mail packages and hundreds of successful campaigns for our clients. We can help you create a winning fundraising campaign — whether you want to find new donors, reactivate lapsed donors, renew or upgrade existing donors. Our team can offer you expert services for all your direct mail needs, including:

- Program strategy and implementation
- Creative services — copywriting and design
- List strategy, acquisition, and brokerage
- Production management
- Support for integration with other direct response

## Digital Integration

We understand the need to integrate your annual program across channels to create focused, cohesive campaigns. We can enhance your online fundraising and engagement efforts, including:

- Building your online presence to engage existing or new supporters
- Email fundraising and *Welcome* series cultivation
- Web donation page setup and design
- Online promotion and advertising

## Other Stratcom Services

Stratcom is a full-service company geared to serving the non-profit sector. We can help integrate and align all of your research, communication, engagement and fundraising objectives strategically, and offer a broad array of services to help you reach your goals.

### Additional services include:

- Advocacy, engagement, and branding
- Campaign planning and implementation
- Communications and messaging development
- Media training
- Public opinion polling
- Focus groups
- Telephone Town Halls
- Micro-targeting and list enhancement
- Broadcast voice messaging
- Donor, member, and stakeholder research

We work with our clients to develop high-impact campaigns and communications initiatives that can expand your fundraising capacity and reach, and help you achieve your communication or advocacy objectives. Our research services and expertise can help you better understand your donors, measure the effectiveness of your campaigns, and ensure you are employing the most effective messaging and tactics to engage your audience.