

Telephone Town Hall Meetings

“If this many people (24,000) spent part of their Thursday night doing this, when there was a Moose game and a lot of options on TV, then it shows people do care a lot about this issue.”

Bobbi Ethier
Co-Chairwoman
Winnipeg Citizens
Coalition

A cost effective way for your organization to speak with—and hear from—thousands of your supporters at once. Ideal for communications, donor relations and fundraising.

Telephone Town Halls are powerful, affordable, and allow you to quickly engage thousands of supporters in genuine conversation from just about anywhere.

Interactive Conversations with Thousands of Targeted Supporters

Stratcom is pleased to introduce Telephone Town Hall meetings to Canada—an innovative new service that engages your supporters in a highly personal way. Telephone Town Halls are a cross between an extremely large conference call and your own private talk radio show. For less than the cost of a direct mail campaign, you can achieve the reach of a TV ad, the energy of a radio show and the intimacy of speaking directly with a supporter.

Our recent Telephone Town Halls have garnered significant press coverage, further enhancing our Clients' profiles and issues

Our high-volume, high-profile phone service blends the latest proven technology with reliable performance and ease of use. Our strategists will help you craft a highly-interactive and personal conversation between your Keynote Speaker and your targeted supporters. We will work with your consulting team to make sure your Telephone Town Hall plan strategically complements your other campaign efforts, including assistance with decisions on content, targeting, messaging, and data analysis.

Telephone Town Hall Meetings

Our programs give you the message control of a TV or radio ad delivered to targeted supporters. At the click of a mouse, you'll reach a large audience for a very personal connection. Your team hears the true voices of your supporters through a live, moderated Q&A as well as polling questions asked during the call.

✔ Real Conversations

Our team will help you produce an event that features your strongest issues, feels authentic, and empowers supporters who participate to become more engaged. You will reach community influencers, creating an energy that moves beyond the Telephone Town Hall and spreads your message among other potential supporters.

Telephone Town Halls provide an innovative platform for reaching out to existing members/donors. Your supporters will appreciate the time the speaker has dedicated to informing them about your organizations' key issues and plans as well as the chance to ask questions.

✔ Engaging Your Members/Donors

Those who participate (as many as 25% of those invited) become a key target for follow up communication or fundraising. Since they have indicated interest by staying on the call and listening to your message, the participants are more engaged in your cause. The longer a supporter or potential supporter stays on the call, the more engaged they will be—to help at a grassroots level, to become a volunteer and to donate.

Optional polling questions can effectively segment supporters, gauge interest, flag supporters for further follow up and even solicit donations. The Telephone Town Hall identifies key supporters and as such is an effective segment tool for large lists.

You will receive data and recordings from the event, and we assist you in follow-up strategies to maximize the benefits of the Telephone Town Hall. These strategies include creating testimonials and messaging opportunities, and leveraging the data for volunteer recruitment, supporter engagement, fundraising, and turnout at events.



Timely Interactive & Affordable

Within hours, we will train your team and execute from one to a dozen Telephone Town Halls, delivering your message in a highly interactive yet controlled format to thousands of targeted supporters. This unique, secure and affordable method of engagement is an ideal way to increase awareness for and respond to controversial issues and to reach specific groups of supporters with targeted messages.

How It Works

Our high volume outbound teleconferencing system can quickly reach 20,000 to 100,000 supporters. To increase the number of participants on the event, it is recommended that you send a recorded telephone invitation a day or two ahead of time.

You provide a target list of supporters to Stratcom and we develop an invitation script. That script is broadcast to your list by phone, and respondents are asked to stay on the line for a Telephone Town Hall meeting beginning now. Participants are immediately connected to the

live conversation where they can press a number to ask the featured speaker a question.

In addition to sharing screened questions and comments directly with the featured speaker, all participants can respond to polling questions within the call, and you can get the results in real time. For your follow-up needs, all poll responses and screening information are captured in a data file.

While the Telephone Town Halls involve complex technology, conducting them is simple. We have developed intuitive web-based controls that allow you to manage your events with minimal on-screen clutter and confusion. Finally, within hours of your call, we will send you comprehensive data results.

Training and Support

Stratcom will conduct pre-event training for your staff. We offer professional on-site and remote training to maximize the production value of your events. Our team will also provide strategic and technical support during events, leaving you free to focus on communicating with your supporters. A Telephone Town Hall can be set up in a matter of days, and no special equipment is required.❖



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.

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