

Engage and Inform Your Supporters with a **Live Telephone Town Hall**

“We were very pleased with the success of our first Telephone Town Hall this past May. Using promotion across multiple channels (web, email, social media and more), we were able to reach new and existing supporters and engage them in a live conversation via phone and streaming audio for those wishing to participate using their desktop, tablet or mobile phone. This town hall discussion allowed us to inform supporters about the latest MS research, while also learning more about their involvement and interest in the MS Society. A very useful tool!”

Lindsay Gulin
Specialist, Media Relations
**Multiple Sclerosis Society
of Canada**

Whether you are looking to bring loyal supporters even closer by sharing new research discoveries, or expanding your reach to get potential supporters to become more involved in your latest initiatives, a Telephone Town Hall is one of the best available tools to inform and engage your support base – and get your message out to the people who can help amplify your cause.

For many of our clients, this tool has become an integral part of an ongoing broader engagement and fundraising strategy. We can help you demonstrate that providing your supporters with an opportunity for meaningful, two-way communication leads to greater engagement, loyalty, and retention.

Key features of the Telephone Town Hall:

- Script support
- Event management
- Online registration
- Multi-channel promotion
- Live audio streaming
- Real-time poll questions
- Full data capture and reporting

✔ An Effective Cultivation Tool

A Telephone Town Hall brings your supporters together in a live and interactive conversation – and at a fraction of the cost and effort of an in-person event. Your supporters can participate right in their own homes, anywhere in Canada. On the call, they’ll hear directly from your own experts in the field and can ask questions to learn more and find out how to get more involved with your cause.

✔ Attract New Donors

This live event can also help you bring many more people 'into the tent' who may not yet be fully engaged with your cause. It is a great tool to get your message out to a larger audience and help both your donors and potential donors better understand the tremendous impact of your organization's work.

✔ Boost Fundraising Efforts

We can show a direct connection between donors' Telephone Town Hall participation and greater levels of financial support. With multi-media promotion of the event, including a voice message invitation, we can typically contact up to 50% of your supporters live during the town hall; of those who stay on the call for even just a few minutes, we see that they are up to three times more likely to donate when asked to give later on in the year — and up to twice as likely to become a monthly donor — as those not on the call.

✔ Seamless Client Support

We brought this tool to the Canadian non-profit sector five years ago and have used it for hundreds of clients. Our expert team can manage and moderate your event, provide pre-event support, and we also help promote your Telephone Town Hall. We'll help you build your engagement strategy for your event, and we'll help you find and engage hundreds — if not thousands — of supporters and potential new supporters. Not sure where to start? We can help. ❖

**For more information
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