

## Broadcast Voice Messaging (BVM)

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

Stratcom pioneered integrating Broadcast Voice Messages (BVMs) with communication and campaign strategies.

BVMs are an ideal tool for raising awareness at critical times and delivering your message. Have questions for your members? Use Broadcast Voice Messages to gather information from your target audience or to direct them to a live operator for more complex surveying and message delivery.

### Stratcom's clients have used BVMs successfully for:

- **Promoting Events:**

Need to promote attendance at a free event? Use some of your advertising budget to send BVMs; it's a cost-effective way to promote strong attendance at rallies, public meetings, and other events.

- **Increasing Awareness:**

Get the word out with BVMs about your campaign or critical issue. Inform the public and mobilize support with a pre-recorded message from your organization. Stratcom can provide lists of all publicly available phone numbers that meet the demographic criteria you require such as a specific riding, age, or gender.

- **Membership Updates:**

Tell your supporters about the good work you've been doing.

A BVM update is a simple way to engage directly with your supporters and maintain active support for your campaigns. Ask your supporters to opt into telephone action alerts so they can be notified by BVM within hours of breaking events. BVMs can help you mobilize your supporters, direct calls to a local MP, and conduct polls, all on a tight timeline.

- **Membership Feedback:**

Membership surveys can be delivered with BVMs. Stratcom's system accurately captures the feedback of your members on critical issues facing your organization.

## About Us

Stratcom works with progressive charities and non-profits across Canada and the United Kingdom to strengthen their engagement campaigns.

Stratcom is an industry leader in the creation and implementation of large scale donor based fundraising programs. We operate live calling telefundraising centres in Ottawa, Vancouver, Toronto and Brighton, UK.

**For more information or a quote, email:**

[bvm@stratcom.ca](mailto:bvm@stratcom.ca)

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



PH 1.866.5376199

---

Toronto | Vancouver | Ottawa | Edmonton | Saskatoon | London | Brighton

**STRATCOM**  
STRATEGIC COMMUNICATIONS