



STRATCOM

Telephone Town Halls (TTHs)

For Charitable Organizations

A MEANINGFUL,
INTERACTIVE, AND EASY
WAY TO ENGAGE WITH
YOUR DONORS.

 @stratcom_ca

 @Stratcom.Inc

stratcom.ca

 Local 5300

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WHAT IS A TELEPHONE TOWN HALL?

Telephone Town Halls connect you to your supporters and donors, no matter where they are, from wherever you are.

Telephone Town Halls are a cross between an extremely large conference call and your own private talk radio show. They harness the power of interruption to provide the reach of a TV ad, the energy of a radio show and the intimacy of speaking directly with a supporter.

TELEPHONE TOWN HALLS FOR CHARITIES

Beyond short-term fundraising goals, building ties with supporters and potential supporters is crucial for growing your donor file and increasing donations.

Charities who have run telephone town halls tell us that they appreciate their power to reach thousands of people in what feels like a one-to-one channel, to connect more deeply and elevate their relationship with supporters.

Use Cases From Our Charity Clients:

- ✓ Donor stewardship
- ✓ Updating donors on spending priorities
- ✓ Issue-based advocacy
- ✓ Launching new campaigns or initiatives

Leverage Your Results

Our expert staff will provide insightful data reporting, allowing you to take your data to the next level!

“



We're now in our 10th year of Telephone Townhalls and for loyal and committed donors the chance to participate in conversations about the work they support is highly valued. Many of these donors haven't felt comfortable making the switch to online events so it is a critical engagement opportunity.”

Shoni Field
Chief Development Officer

BCSPCA

Streaming

Stratcom can provide *live audio streaming* of your TTH so your supporters can listen to the event from any device.

We Provide Expertise & Support

At Stratcom, we **support you** according to your needs: *before, during and after your TTH event*. With no special equipment required a TTH can be put together within a matter of days. You can run your TTH event from any location of your choosing. Your team can participate safely from a distance, without ever needing to be in the same place. Regardless of your level of media awareness, we'll brief you and your speakers on current industry regulations and review your script for best practices.