



## Telephone Fundraising

A personal conversation by phone is one of the most effective ways to build higher, long-term, stable revenue for your organization — whether through building a monthly donor file, converting digital leads to donors, or engaging and stewarding your supporters.

**A**t Stratcom, we have a proven track record of pioneering some of the most successful telephone fundraising strategies over the last 25 years. We have developed and implemented hundreds of successful telefundraising programs across every non-profit sector and have worked with many of Canada's most prominent charities and non-profits. We deliver **top results, exceptional client service and overall fundraising expertise**. This is why some of Canada's largest charities have chosen to work with us, year after year.

Our callers are at the heart of our operation. They are experienced, highly-trained, knowledgeable, and professional. We recruit callers who have a passion for philanthropic causes and their authenticity is recognized by our clients' supporters on the other end of the line.

Our senior fundraising consultants will do a thorough analysis of your donor data to identify the best segments to prioritize. This data-driven approach delivers superior campaign performance and return on investment.

Telefundraising is flexible. Our PCI-compliant dialing infrastructure provides daily and cumulative reports to account managers and clients meaning our programs are continuously monitored and can be quickly adjusted and adapted, as needed.

No phone numbers, no problem — we can find this information at a low cost.



*Stratcom has been a valued partner to BC Children's since 2004. Stratcom telephone campaigns play a key role in supporting our objective of building our monthly donor file. Over the time we've worked with them, Stratcom's team has always provided an excellent and professional service. In addition, Stratcom's fundraising consultants have provided us with valuable strategic suggestions on how to conduct telephone programs."*

**Jas Jhooty**  
**Associate Director,**  
**Annual Giving Programs**



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## WHY SHOULD YOU USE TELEPHONE FUNDRAISING?

### Increase Monthly Giving

Telefundraising is among the most effective tools to build a strong monthly donor base through the conversion of single gift donors. By phoning donors, you will obtain far more monthly gifts than through direct mail or online appeals.

### Upgrade Monthly Giving

Monthly upgrade programs are the single most consistent revenue generating program. Typically they have a five year ROI of over 500%. They are also a great way to keep in touch with your monthly donors and to make them feel like insiders.

### Reactivate Lapsed Donors

Telefundraising is a cost effective way to increase your donor file by reactivating both your lapsed monthly and single gift donors.

### Convert Online Contacts to Donors

Online acquired contacts are a great potential source of new donors. There is a powerful synergy between online and phone channels. We have successfully converted online contacts to monthly donors through telephone fundraising for a wide variety of organizations. Many of these new donors come on board as monthly supporters.

### Bequest Identification

Many organizations have lists of supporters who they have identified as potential legacy givers. These could be long term monthly donors or individuals who self-identified through a tick box on a direct mail piece or online form. Regardless of the source there is often no way to identify where the individuals are in their legacy decision or how serious they are. Stratcom has a dedicated team of agents who can call through these lists and administer a simple survey which identifies those who have already left a legacy and separates those who are ready to make a decision from those who aren't.

### Special/Emergency Appeals

Since telephone programs can be set up very quickly and are very flexible, telefundraising is an ideal way for an organization to respond to dynamic factors such as natural disasters, budget deadline or shortfall, or current events affecting their organization.

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## THE STRATCOM ADVANTAGE:

- 30 years of proven experience and success.
- 3 call centre locations using state of the art technology gives us breadth of coverage, and choice of the very best fundraisers for each campaign.
- Highest PCI compliance level for remote-based telefundraising.
- We do much more than telefundraising—so we know how to fully integrate your program with other communications and campaign objectives.
- Access to advice from a team of top fundraising and communications consultants.
- Head-to-head tests have repeatedly shown we deliver the top results in the field.

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