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SD&A Launches New Business Unit to Boost Membership Sales for Museums

America's leading telemarketing firm for nonprofit organizations introduces a nationwide network of specialized, on-site sales teams skilled at converting museum visitors into museum members.

LOS ANGELES—SD&A Teleservices, Inc. announces the formation of a new sales division that will help museums and other membership-based institutions—including zoos, aquariums, and botanical gardens—to cultivate new members from the many thousands of visitors who purchase single-entry tickets on any given weekend.

Affordably priced and available on demand, the sales experts of Membership Cultivation Services function as an adjunct sales staff whenever museums and other nonprofit institutions require extra hands on deck to help sell memberships—especially during exhibition openings, busy weekends and major events.

After receiving a comprehensive briefing on the host organization and its programs, sales representatives from Membership Cultivation Services are strategically positioned in the lobby or near the front entrance, where they can meet, greet and engage visitors. Employing a friendly, personal touch, they present and explain the benefits of membership, encouraging visitors to sign up as members right there on the spot.

Membership Cultivation Services comes from good stock. Since 1983, its parent company has conducted thousands of telephone-based, membership acquisition campaigns for nonprofit organizations across the nation. SD&A's experience, trustworthy track record and broad repository of knowledge are the foundation on which the new division is built.

“With our new division, we are essentially repackaging what SD&A already does so well,” said Steve Koehler, president and chief operating officer. “The best phone call in the industry can now be delivered face-to-face.”

Membership Cultivation Services retains experienced sales teams in most major cities across the nation, which eliminates the costly expense of air travel that competing firms charge to provide the same service.

“Until now, museums and other nonprofit institutions could only afford to bring in outside sales teams once or twice a year,” Koehler said. “But that’s not the case with Membership Cultivation Services. Because of its association with SD&A, our new division is supported by an extensive, built-in network of sales representatives already in place in metropolitan markets across the country. This dramatically reduces the cost of our services, which means museums and other nonprofit institutions can afford to hire us more often. The more opportunities we have to engage visitors, the more new members we are able to cultivate.”

To provide clients with a relaxed, headache-free experience, Membership Cultivation Services coordinates the details of each sales event from start to finish, trains the sales staff, handles all of the paperwork, and submits a final written report with recommendations for future sales efforts.

Membership Cultivation Services enjoys excellent support services through its parent, SD&A. For more than a quarter century, SD&A has designed and managed more campaigns for a wider variety of nonprofit organizations than any other telemarketing firm in the country. It has forged successful partnerships with museums, performing arts organizations, public broadcasting stations, environmental organizations, universities, political candidates, advocacy groups, zoos, aquariums, libraries, hospitals, and other cause-based organizations. In the process, the company has raised more than a billion dollars in revenue for its clients.

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