

# Subscription Sales And Fundraising

For today's busy marketing and development professionals, SD&A's on-site telemarketing and telefundraising campaigns are an excellent alternative to the distracting problems associated with running in-house campaigns.

At SD&A, we custom design and manage on-site campaigns that effectively renew, upgrade, recover, and acquire subscribers and donors. Our campaigns are known for meeting and exceeding our clients' revenue goals, providing excellent returns on the investment. Of equal importance to clients is the seamless integration of telemarketing and telefundraising into their comprehensive marketing and development programs respectively.

Each of our on-site campaigns includes ongoing consultation on campaign design and strategy, as well as sophisticated daily and weekly progress reports generated by our proprietary computer software. Our clients also enjoy the support of an experienced and dedicated staff:

- A highly professional **account executive**, who coordinates and manages all of the processes that are required to launch a campaign, and then monitors the progress of the campaign from start to finish
- A qualified and experienced **campaign manager**, who oversees the phone room, manages leads, and assumes responsibility for hiring, training and motivating callers
- A well-trained **calling staff** – recruited from the local community – that cares about the organization and its causes
- Professional **copywriters** who create effective scripts, letters and training materials
- A courteous **human resources staff** that handles the ongoing paperwork associated with caller recruitment, as well as the intricacies of payroll, taxes and employee benefits

With every on-site campaign we manage, one of our primary goals is to enhance the relationship between our clients and their patrons and/or donors.



# Call Manager

On a **Call Manager** campaign, paper leads are rendered obsolete. Each caller is equipped with a PC that electronically presents leads on the monitor – complete with up-to-date patron information – then the computer automatically dials the phone number. With a series of mouse-clicks or keystrokes, the caller enters the details of the sale or donation directly into the computer, then **Call Manager** immediately records the transaction, allocates the next lead, places the call, and the process is repeated.

This remarkable service – available only at SD&A – is the proven antidote to declining contact rates and a key component for improving campaign performance.

- Dramatically increases the speed at which calls can be placed
- Improves contact rates by anywhere from 20% to 100%
- Delivers more accurate and comprehensive information, which allows for in-depth campaign analysis and planning
- Offers clients quick and easy access to campaign progress
- Gives clients the ability to provide callers with more current and historical patron information than one could ever hope to print on a lead card
- Gives clients the flexibility to update lead information at any time during the course of the campaign
- Eliminates lead printing costs, reduces administrative support costs and significantly lowers the costs associated with calling hour fees
- Gives callers the ability to manage and automatically schedule call-backs without having to sift through stacks of cumbersome paper leads
- Produces clean, easy-to-read order forms for the ticket office
- Manages the lead base in the most effective manner possible, delivering leads to selected callers according to the lead management plan and matrix
- Allows campaign managers to change the mix of leads in the phone room in a matter of moments, which advances the art of campaign management
- Improves the ability of the campaign manager to monitor the performance of individual callers, then retrain, mentor and motivate them, as needed



# LA Metro

The LA Metro Room, located at our home office in Los Angeles, offers an affordable off-site environment that provides similar benefits to those enjoyed on-site. For organizations that do not have the capacity to host a campaign at their own facility, LA Metro emulates the proven, on-site performing arts campaign model that has been generating revenue for SD&A clients since 1983.

Offering a personal touch not found at large, off-site call centers, the LA Metro Room is supervised by an experienced campaign manager and staffed by callers who are well-versed in each client's season offerings and organizational cause.

Instead of making calls for a dozen or more different organizations during the course of a day, the callers in the LA Metro room are divided into teams, and each team is dedicated to a specific campaign. This fosters a strong allegiance between our callers and the clients they serve, as if they were actually making calls from the client's home environment.

The LA Metro Room is powered by **Call Manager**, SD&A's proprietary and fully-computerized lead management and telephone dialing tool. **Call Manager** works in tandem with SD&A's TeleSales™ and TeleFund™ reporting systems, providing up-to-the-minute reports on sales and donations that have been received and pledged.

All leads are presented to callers and all transactions are recorded through **Call Manager**. Paper leads are not required, as data is sent electronically from the client.



# College and University Campaigns

SD&A is proud to serve institutions of higher learning with a full range of tele-fundraising programs designed to increase their base of philanthropic support.

We understand that alumni represent the core support for colleges and universities – providing financial resources, acting as institutional advocates, and volunteering their time and expertise in service to institutional programs. This makes them the ideal platform from which to develop philanthropic support, and underscores the importance of cultivating the strongest possible alumni relations.

Even among students and recent graduates, where the earning and spending potentials are limited, developing and nurturing the habit of philanthropy is essential. SD&A campaigns are designed to promote this way of life.

Additionally, we offer telefundraising strategies to effectively tap new donor sources other than alumni, as they often yield rich streams of new revenue. Key among them are:

- the parents of current and recently graduated students
- faculty and staff members
- people who use institutional facilities, attend sporting and other special events, or attend institutionally sponsored art exhibitions or performing arts programs
- the associates of trustees and major donors to the institution
- persons known to support activities that are closely related to the academic programs of the college (e.g., donors to fine arts museums are excellent prospects for art schools)



# Our Clients

The following is a partial list of clients we have served:

## **Opera**

Arizona Opera  
The Atlanta Opera  
Los Angeles Opera  
Michigan Opera Theatre/Detroit Opera House  
New York City Opera  
Opera Cleveland  
Seattle Opera  
San Francisco Opera

## **Ballet /Dance**

Atlanta Ballet  
Boston Ballet  
Houston Ballet  
Joffrey Ballet  
Milwaukee Ballet  
New York City Ballet  
Oregon Ballet Theatre

## **Theatre**

Alabama Shakespeare Festival  
Alliance Theatre Company  
American Musical Theatre of San Jose  
American Repertory Theatre  
Arena Stage  
Berkeley Repertory Theatre  
Children's Theatre Company  
Chicago Shakespeare Theater  
Geva Theatre Center  
Laguna Playhouse  
Milwaukee Repertory Theater  
North Shore Music Theatre  
Playwrights Horizons  
South Coast Repertory  
Writers' Theatre

## **Orchestra**

Atlanta Symphony Orchestra  
Charlotte Symphony  
Chicago Symphony Orchestra  
The Cleveland Orchestra  
Columbus Symphony  
Colorado Symphony Orchestra  
Dallas Symphony Orchestra  
Detroit Symphony Orchestra  
The Florida Orchestra  
Grand Rapids Symphony  
Houston Symphony  
Los Angeles Philharmonic  
Milwaukee Symphony Orchestra  
Minnesota Orchestra  
National Symphony Orchestra  
New York Philharmonic  
The Philadelphia Orchestra  
The Phoenix Symphony  
Rochester Philharmonic Orchestra  
Saint Louis Symphony Orchestra  
San Francisco Symphony  
Utah Symphony and Opera

## **Presenting Organizations**

Carnegie Hall  
Chastain Park  
Jazz at Lincoln Center  
Kimmel Center for the Performing Arts  
Lincoln Center for the Performing Arts  
Ordway Center for the Performing Arts  
The John F. Kennedy Center for the Performing Arts

## **Higher Education**

Baruch College  
Long Island University  
Manhattanville College  
St. John's University  
Wagner College

