



*You can hear it
in our voices*

Tradition

UNTIL STEPHEN DUNN FOUNDED this company in 1983, performing arts organizations had no viable telemarketing option for reaching their patrons. As a remedy for



Stephen Dunn

this problem, Steve created his on-site campaign model. His novel idea produced results, and before long, nonprofit organizations across America were using this new method to meet their aggressive revenue goals.

Steve realized that the success of telemarketing for nonprofits depended entirely on the quality of the people involved. This may sound simplistic, but the services offered by the company he founded have always been, first and foremost, about people. Creative new ideas and technological

advances continue to make SD&A's campaigns more efficient and cost-effective for our clients, but ultimately, no one will buy or give because we have the latest equipment. Prospects respond to honesty, concern and a genuine voice.



In building his new company, Steve's goal was to attract creative, well-educated and enthusiastic people to represent him as client-serving managers.



They, in turn, would attract callers like themselves. This is the chemistry that makes SD&A work.

Today, after more than a quarter century of experience and proven results, SD&A remains committed to Steve's traditional core values of integrity, quality and innovation.



“We put our clients first.”

Innovation

SD&A WAS THE FIRST COMPANY to use the telephone as a sales and fundraising tool for performing arts organizations. It was the first company to offer computerized data tracking and reporting. It was the first to develop a successful telemarketing model for capital campaigns.



And, it was the first to introduce **Call Manager**, a computerized dialer and lead management tool that increases contact rates, boosts productivity, and adds remarkable speed and efficiency to on-site campaigns.



By providing our clients with state-of-the-art technology, and by maintaining our commitment to innovation, we are able to change with the times to perpetually improve our services.

Service

RATHER THAN MAKING profit our first priority, we believe there is a better way to operate our business: client-centered management. In this model, which is used by some of the largest and most successful companies, decisions are driven by the best interests of clients, with the assumption that following this basic principle leads to enhanced benefits for everyone involved.



At SD&A, we enjoy providing our clients with personalized attention. Our account executives, information technology specialists and support staff are friendly, knowledgeable and highly experienced at managing all types of campaigns, large and small.



Because callers are the frontline of every campaign, we make sure to hire bright, energetic, articulate individuals who have a genuine interest in nonprofit causes. We go to great lengths to immerse our callers in the spirit and culture of each organization we represent, which ensures a fresh approach for each call.

Keeping nonprofits alive and thriving means everything to us. With every campaign we design and manage, we see an opportunity to make the world a better place.

Versatility

WE UNDERSTAND THE COMPLEXITIES and nuances of telemarketing because we've done more campaigns for a wider range of nonprofit organizations than any other telemarketing firm in the country.



We have worked on behalf of performing arts organizations, universities, public broadcasting companies, museums, environmental organizations, zoos and aquaria, libraries, political groups, advocacy groups, and more.

We are highly skilled at designing and managing a diverse slate of campaigns for our clients: subscription sales, annual fund, membership, additional gift campaigns, capital and endowment campaigns, monthly giving "sustainer" programs, and debt-reduction initiatives.



To provide our clients with choice and flexibility, we offer a variety of campaign management models - each with their own unique benefits:



ON-SITE CAMPAIGNS

are conducted from a client's premises, giving our manager and our callers the advantage of full immersion in the client's home environment.

Our fully-automated **LOS ANGELES CALL CENTER** offers cost-effective, turnkey campaigns to efficiently reach large numbers of prospective donors in short periods of time.

LA METRO is a hybrid management model that incorporates the best of both worlds - on-site and off-site - in a boutique environment. It was created for performing arts clients who want to use the **Call Manager** lead management system to power their campaign, but do not have the facilities or lead base to set up an on-site phone room.



All of the people featured in the photographs are employees of SD&A Teleservices, Inc.



Since 1983, we have generated more than one billion dollars in revenue for our clients in the nonprofit community. Our formula is simple: with every campaign we manage, we draw every plan, make every decision, and take every action with our clients foremost in mind.

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