



Leading positive change

TELE Marketing - Not a four letter word ♦ Duration: 1 Day

Overview	We all hate getting those annoying calls during dinner, so why do they call? Because it works! Learn how to choose the right Telemarketing partner and ensure you are only calling at the right time and for the right reason. Learn the behind the scenes knowledge that will help you to get the best for your donors.
Topics	Talking to your decision maker about Telemarketing Choosing a vendor When phone is best What to expect Rules and regulations
Target Audience	Fundrasiers using or thinking about using Telemarketing as a channel

Course Content

Introduction

The CEO and the Board

Talking about telemarketing

The Right Partner for you

Actions speak louder than words

Do your research

Questions to Ask

When Phone is Best

Who to call

When to call

Value for your investment

Making investment choices

Understanding the Reality

Paid vs Pledge

Fulfillment

Attrition

Long Term Value

Working with your TM Agency

Training

Scripts

Results

Donor Feedback

Monitoring

Compliance

CRTC

NDNCL

PCI

Telemarketing Regulations

Conclusion and Course Summary