

# FUNDRAISING WITH PHONES



**STONES'**  
**phones**  
POLITICAL STRATEGISTS.  
EFFECTIVE MESSAGING.  
WINNING SOLUTIONS.

**MARTY STONE LOVES FUNDRAISING.** If you want to get him excited just mention fundraising and he'll talk your ear off about it. In fact, when Marty was the Finance Director for the DSCC during the 1992 election cycle he developed their first telemarketing program. Today, Stones' Phones is still innovating in fundraising by utilizing phone technology.

## FUNDRAISING TELEPHONE TOWN HALLS

There's a reason candidates and organization leaders spend so much of their time asking for money: they're in the best position to make "the ask." With our Fundraising Telephone Town Halls, **we take your campaign or organization's best asset and deploy it on a massive scale** that feels like a mix between a massive conference all and a Telethon. We've successfully run events raising money from both prospecting and re-solicit lists for organizations and political campaigns. The key to a successful event is the script and timing of "the ask."



## AUTOMATED CALL TIME

Automated Call Time is a program designed to **maximize your candidate or organization's leader's voice without having to actually sit down to do call time.** When a voter receives the automated call, the first thing he or she hears is a recorded persuasion message and then "the ask": "If you would like to volunteer, press 1 on your phone's keypad. If you would like to contribute to the campaign or organization, press 2. If you will both contribute and volunteer, press 3." Respondents who press 2 or 3 are then asked to record their name and the amount that they are willing to give. You will receive an audio file of all of the voice responses along with the call reports.

Immediate follow up is required to get the most out of the program. Staff and volunteers (if you have the capacity) should call the larger pledges. Letters with a reply envelope can be used for smaller pledges. If you cannot handle the fulfillment, we have a fundraising phone bank for you to use.



## DATA AND ANALYTICS

Our calls generate lots of data points. **We capture information on what every household does** on the Telephone Town Hall, including who participates and for how long, who wants to ask a question and how they respond to any poll questions. This will give you reliable data on who is most interested in your campaign or issue. We've found that by targeting those who participated for over 10 minutes or who interacted in the event, you can find a very responsive list of new donors. This makes Telephone Town Halls a great way to prioritize outreach to prospective donors, making the best use of your volunteers' time.

# AUTOMATED CALL TIME SUCCESS STORIES

One U.S. Senate candidate used this technology to initially raised \$88,000. After tapping the exact same list of contributors for a second time, they raised a total of \$150,000.

1ST CALL



**\$88K**

2ND CALL



**\$150K**

Another Senate candidate used this program with a universe of just over 20,000 voters and received pledges totaling almost \$3,000. Within two weeks of the call, 52% of respondents had returned their pledges.

UNIVERSE



**20K**

PLEDGES



**\$3K**

RETURNED PLEDGES



**52%**