

Telephone Fundraising Services!



Back Row: *Pete, Erin, Nick, Janet, Lucy*
Middle Row: *Taryn, Jessica, Tisha, Jean, Darla*
Front Row: *Tonya, Kelly, Kaylisa, Juddee, Erica, Forence, Gina*



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Personal. Passionate. Proven!

WE'RE IN OUR SECOND DECADE WITH THE SAME PHILOSOPHY WE'VE HAD FROM DAY ONE: provide professional, personal telephone fundraising services that reflect a dedicated commitment to the missions of our many clients! In an ever-increasing high tech world, J. Milito & Associates, Inc. continues to focus on telephone fundraising excellence with a 'high touch' approach.

J. Milito & Associates specializes in telephone fundraising for nonprofits. Clients include independent, parochial, and private secondary schools, higher education, health & human services, arts and religious organizations.

Our firm is large enough to offer the services you require, but small enough to provide the personalized attention you deserve. No campaign is too small for us.

Juddee Milito
Juddee Milito CFRE, President

Include telephone fundraising as part of your overall fund development strategy. And, let J. Milito & Associates, Inc. make the calls!

FULL SERVICE, RESIDENTIAL PHONE NUMBER PHONE-A-THON –

\$4.35 PER RECORD (A record is considered a residential household) **Six-dial attempts** on each record reap up to 80% database penetration rate. Use the 6-dial attempt strategy to contact current and lapsed donors (up to 48 months lapsed) to ask for gifts of support.

DEEPLY LAPSED DONOR OR NON DONOR, RESIDENTIAL PHONE NUMBER PHONE-A-THON –

\$3.30 PER RECORD (A record is considered a residential household) **Three-dial attempts** on each record reap up to 40% database penetration rate. Use the 3-dial attempt strategy to contact nondonors and deeply lapsed donors (49 to 60 months lapsed) to ask for gifts of support.

EXPRESS PHONE-A-THON -

\$2.00 PER RECORD (A record is considered a residential household) These **One-dial attempt** calls are great to use on deeply lapsed and nondonor records as a follow-up to a direct mail solicitation. Use the 1-dial attempt calls to say 'Thank You' for past support, for event registration, reminders or follow-up, as well as call-to-action contacts. One-dial attempt on each record reaps more than a 20% database penetration rate.

MEMBERSHIPS/TICKET SALES/NAMING OPPORTUNITY PHONE-A-THON –

\$5.00 PER RECORD (A record is considered a residential household) **Six-dial attempts** on each record reap up to 80% database penetration rate. Use this 6-dial attempt strategy to sell naming opportunities, initiate memberships or sponsorships, or stimulate event ticket sales or reservations.

CORPORATE PHONE-A-THON (Limited to Corporations, Organizations, Foundation calls) –

\$5.00 PER RECORD (A record is considered a business) **Three-dial attempts** on each record reap up to 40% database penetration rate. Use this 3-dial attempt strategy for sponsorship asks or underwriting opportunities.

“During twelve years of telephone fundraising we have helped organizations like yours raise more than \$17,259,332 in pledges and completed more than 928,742 records! For our 15-member calling team, that’s quite an accomplishment!”

How successful are your telephone fundraising efforts? During the 2008-2009 fundraising season, our calling team secured \$2,039,223 in pledges for 74 clients. We conducted 217 separate campaigns, completing 125,491 records. Our professional calling team completed nearly 13 records per hour with ***an average pledge rate of just over \$124.00*** on all kinds of campaigns!

Return on your investment (ROI): on average, and for all types of campaigns, our telephone fundraising services cost our clients just \$.22 per \$1.00 raised in pledges during the 2008-2009 fundraising season! And, on average, ***our clients receive \$4.63 in pledges for every dollar invested in their telephone campaign!***

J. Milito & Associates specializes in:

- Annual Appeal Follow Up
- Naming Opportunities
- Additional Gift Asks
- Capital Campaign Clean Up
- New Donor Acquisition
- Current Donor Retention
- Lapsed Donor Reacquisition
- Membership Renewals and Acquisition

What can J. Milito & Associates do for my organization?

• ***WE TURN CONVERSATIONS INTO COMMITMENTS*** at an average cost to our clients of just \$.18 for every dollar raised over the last twelve years. If your current efforts are costing you more than that, we can save you money while helping you reach your fundraising goals.

• ***WE MAXIMIZE YOUR RETURN*** on a list of 10,000 records, or work with a list as small as 500 records ...something that bigger telephone fundraising firms can't afford to touch.

• ***WE DELIVER A DATABASE PENETRATION*** of up to 80% with our proven 6-dial attempt full-service phone-a-thons.

• ***WE PROVIDE AN EFFECTIVE FUNDRAISING*** and friend-raising component to your overall fundraising strategy.