

## Outsourcing Telefundraising

Jude has a team of telefundraisers working on various charity campaigns. Jude oversees the telefundraising process and set-up. This takes away the potential headaches that come with setting up a telefundraising programme and ensuring it remains sustainable.

- On-going coaching and training of telefundraisers
- Developing KPI's and reports
- Scripting
- Targets

## Coaching in-house Telefundraisers

Whether it's one-on-one or the whole team, training and coaching is vital for success. Building belief and confidence is key.

- Different elements of script structure – why it's used and why it's important
- Ethical fundraising – do's and don'ts
- What makes a successful phone-call - Tone, pace, urgency, rapport, questions, engaging, stats, facts, case studies, emotion, inspiration, honesty, representing charity values
- How to be more successful - introductions, personalizing calls, empathy, communication skills
- The benefits of regular giving for the charity and supporters
- Objection handling – what are the objections and how to overcome them
- Instant negatives – how to handle people who object at the very beginning of a call
- Obtaining credit/debit card details and bank account details confidently
- Motivation and self-analysis of performance

## Coaching Team Leaders

Team leading is vital for consistent results, motivation, and on-going success. One-on-one coaching will ensure team leaders are confident but most importantly, that they are confident about leading from the front.

- Coaching the team to improve performance - diagnosis, delivery, feedback, follow-up
- Developing and communicating clear goals, expectations, and targets for the team
- Developing tools to communicate goals, expectations and targets
- Analysing reports to track progress and communicating progress to the team
- Developing a data strategy to maximise results
- Holding effective team meetings and workshops
- Analysing strengths and weaknesses of team members and how to address these

- Developing team accountability for results and reviewing performance
- Empowering the team and motivation
- Using incentives and rewards to boost results
- Developing a directive management style
- Team culture
- Developing a solutions focussed team
- Leadership vs. Management

## Reports and Goal Setting

- Determining suitable goals and key performance indicators for different tele-fundraising campaigns – e.g. upgrade, cash to committed, acquisition, petition conversion, event to regular giving, and reactivations
- Developing user-friendly reports to track results

## Scripting

A script is crucial for success. It takes donors on a journey with the aim of connecting them to your organisation and the cause at hand.

- Writing clear and concise scripts that are timely, relevant and designed to maximise results using a universal structure which has been trialled and tested in the UK, Australia and New Zealand to convert prospects to regular giving.

The same structure can be used across a wide variety of campaigns.

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## Contact details

To find out more about J Lyon Consulting and how she can help, please visit:

[www.telefund.co.nz](http://www.telefund.co.nz), alternatively email: [Jude@telefund.co.nz](mailto:Jude@telefund.co.nz).

Jude is only a phone call away and would welcome the opportunity to discuss your needs and the proposal further. Ph: 021 194 4993.