

Virtual Phonathon

While it may seem a long way off, planning for this year's Annual Campaign Phonathon is well underway. Changes from our past methods will allow this key fundraiser to be more cost efficient for the state League, which will afford local Leagues greater benefits than in previous years. *Please be aware that LWVUS will be conducting its telemarketing appeal during late September / early October. Members are certainly free to contribute where they wish, but should be aware that both campaigns will be happening at the same time.*

The following changes will help to cut costs:

- Instead of sending paper letters to everyone, an email will be sent allowing you to contribute
 - by credit card through a link in the message
 - By downloading a pledge form from www.lwvma.org to accompany a check or credit card information to mail in

As in the past, contributing by the deadline will allow members to avoid being called.

- Instead of the one-time evening calling session from a local business, Local Leagues may participate during the three week calling period in October in any of the following ways:
 - Conduct a phonathon calling session from an office during the evening as they have done in the past
 - Conduct one of more calling sessions by gathering at a member's home using individual cell phones. This can be done at any time when callers feel they are most likely to be successful in reaching members.
 - Individual callers phone members from their own homes at their convenience
 - Send email reminders to local League members with a link to LWVMA for easy credit card contribution or link to form as above
- Rather than on site staff, a LWVMA staff or board member will be available by phone to answer any questions that may arise

To encourage and support local Leagues in this effort, the following changes will allow maximum participation and benefit for local Leagues:

- One or more conference calls will be conducted as training sessions for local League phonathon coordinators.
- **If you do not already have a phonathon coordinator or co-coordinators, please consider who in your league would be suited for the job and recruit them by August 31.** The training sessions are planned for mid-September.
- The local League share of contributions made can potentially be larger than in the past, enabling your League to reduce other fundraising efforts or support a new or existing project in 2010.
 - 15% for contributions made prior to calling deadline
 - 15% for contributions made in response to a call, 5% for contributions made during phonathon that were not in response to a call
 - Bonus sum for hitting goals based on local League's past 5 years of contributions

Local Leagues will be recognized throughout 2010 for achieving leadership levels of participation in 2009 Phonathon