



Tele Town Hall Fundraising Case Study – State Party

METHOD

FLS Connect conducted a Tele Town Hall for the Ohio Republican Party on November 18, 2009.

WHO

FLS Connect dialed Ohio Republican Party donors under \$1,000, along with their State Committee Members and County Chairs.

Ohio Republican Party Chairman Kevin DeWine recorded two messages to participants 1) live answer messages inviting participants to be automatically connected to the live event 2) answering machine message to people who missed our invitation.

HOW

We dialed a total of 47,735 people and had an 86% connection rate with a 20% participation rate. *(The average Tele Town Hall connection rate is between 75-80%, and participation rate is 21%)*

A total of 8,345 participants joined the live event, with up to 1,998 participants on at one time. The average participant duration was 6.35 minutes. *(The average Tele Town Hall participant duration for a political event is 5 to 6 minutes)*

Chairman DeWine delivered remarks about the state of Ohio politics and how critical their continued financial support was to victory in 2010. Chairman DeWine used our polling and survey feature to ask participants to make a financial contribution.

Over 50% of those who participated in the Tele Town Hall indicated they wanted to make a contribution to the Party.

The following day, FLS Connect did a fundraising call to Party donors to raise money for their final 2009 appeal which included the Tele Town Hall participants that indicated they wanted to make a contribution.

RESULTS

Results were 38% higher from those who participated in the Tele Town Hall versus a control group who were not called for the Tele Town Hall.

Results were 27% higher from those who received a voicemail message from the Chairman about the Tele Town Hall versus a control group who were not called for the Tele Town Hall.

There was a 29% increase in Net Revenue for the fundraising project as a result of those who participated in the Tele Town Hall, or received the Chairman's answering machine message, versus a control group who were not called.

CONCLUSION

Tele Town Hall provides a great donor maintenance program while boosting contributions.