

"Using Phones for Results" - June 2010

We have found that nearly every political and issue campaign uses telephones as a means of voter outreach. However, we are finding it less common that campaigns are **effectively** using phone programs.

With all the different phone technologies, vendors and pricing structures out there, it is sometimes hard to figure out who and what will best meet your needs. When campaigns simply let the lowest bidder win, they may not get the results or reports they need to make the smaller price tag worth it.

When planning to launch a telephone campaign, here are a few things to keep in mind:

1. Do I have a targeted call file so that I am not wasting time or money on bad numbers or staunch opponents?
2. How do I know if my calls actually get made?
3. Do I know my states phoning laws on call types, times, disclosures and caller ID?
4. What type of reporting will I receive post call?
5. What do I plan on doing with the call results?

FLS Connect is not just a telephone vendor. [We will work with you and your budget to implement a phone program that produces healthy results.](#) To learn more about our pricing, consulting and phone technologies, contact KC Jones at (512) 689-5902 or by email KCJones@flsconnect.com.

It's not easy to figure out which type of call you should make, how the script should read or when the perfect time is to reach your audience. Don't be discouraged in planning a phoning strategy and don't be deceived by "too good to be true" offers; just be informed. [Contact FLS today for more information or to get started.](#)

FLS Connect Partners

Tony Feather, Jeff Larson, David James & Rich Beeson



Target Defined. Message Delivered.