



## How-to Guide – Outbound

*Here is a “How To” Guide that will help you most effectively employ AIM’s Contact Center services.*

1. You must be an endorsed church entity.
2. Contact Rebecca McClellan, Account Executive, at 800-253-3002 option 6 or Jannette Cave, Director, option 2 to discuss outbound call services needed and cost strategies.
3. Complete the Project Details form with a brief summary of the services desired of AIM, including a copy of the script/survey. Return to Rebecca or Jannette via one of these methods:
  - Email: [rebeccam@callaim.org](mailto:rebeccam@callaim.org) or [jannettec@callaim.org](mailto:jannettec@callaim.org)
  - Fax: 269-471-6029
  - Mail: Adventist Information Ministry, 8490 E. Campus Circle Dr., Suite 215, Berrien Springs, MI 49104-0970
4. To ensure that our team is well-informed and professional representatives of your organization, able to answer questions and supply appealing information, please provide the following information:
  - a. Information describing your organization and the service that you will be offering.
  - b. Desired phrase to greet and identify your ministry. *(Thank you for contacting....)*
5. The following information is needed to create a pricing schedule for the project and for set up of the campaign:
  - a. Copy of the survey or script of questions.
  - b. An Excel or CSV file of Contacts, including phone numbers
  - c. If contacts/leads will receive a response, what is expected response time?
6. Items 4 and 5 must be received **here at AIM one week prior to desired campaign start date** or an additional \$200.00 rush charge will apply. Special Rush Services will be dependent upon staff availability.



**AIM**  
NAD Evangelistic Contact Center

## Price Guide - Outbound

*Effective: October 23, 2019*

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**Contact:** *Rebecca McClellan, Account Executive*  
*Phone: 800.253.3002 option 6 Email: rebeccam@callaim.org*

*Jannette Cave, Director*  
*Phone: 800.253.3002 option 2 Email: jannettec@callaim.org*

### Services Available Through AIM:

- Fundraising / Relationship Building
- Marketing / Sales
- Register to host/participate in Event
- Subscriptions – New/Renewal
- Surveys / Questionnaires

### Pricing:

- Project set-up charge: \$350.00 to \$600.00 (varies based upon services required)
- Contact: \$3.50 and up / per completed contact
- Extensive Survey Contacts: \$8.00 to \$12.00 per completed contact
- 3 Attempts/Left Message: \$2.00 per number
- Invalid Number: \$1.25 per number
- Phone Number Look-up Inquire for details
- Data entry: \$15.00 per hour
- Technical support: \$50.00 per hour - transferring or manipulating data; custom reports, etc.

### Reports:

A weekly statistical report will be provided to the client as part of our service while the campaign is running. A final report with complete data will be provided at the end of the campaign. Any additional or specialized reports requested will be priced according to the time and resources used to generate.

We build each account individually in accordance with its specific needs, therefore charges will vary. Due to this specialization, it is difficult to list all the services we are capable of providing or the costs that may be associated with them. If you have an outbound calling need that is not listed, please let us know. We will make every effort to provide it.



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Project Details – Outbound

Specifics

Ministry Name \_\_\_\_\_

Type of Service Desired:  Survey     Fundraising     Marketing     Other

Description \_\_\_\_\_

\_\_\_\_\_

Total Number of Leads/People to Contact \_\_\_\_\_

Report Recipient(s)

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

Billing Information \_\_\_\_\_

\_\_\_\_\_

Desired Phrase to Greet and Identify Your Ministry:

Thank you for contacting...

Desired Start Date \_\_\_\_\_ Temporary / Permanent

Contact Person

Name and Title \_\_\_\_\_

Phone – Office (    ) \_\_\_\_\_ Cell (    ) \_\_\_\_\_

Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Return to:**    Rebecca McClellan  
Adventist Information Ministry    Phone: 800.253.3002 option 6  
8490 E. Campus Circle Dr., Suite 215    Fax: 269.471.6029  
Berrien Springs, MI 49104    Email: rebeccam@callaim.org