



AIM
NAD Evangelistic Contact Center

Inbound How to Guide

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

1. First, you must be endorsed by either your local conference or union. It may be provided by a letter or by email.
2. Next, contact Rebecca McClellan, Account Executive, at 800-253-3002 option 6 or Twyla Wall, Director, option 1 to discuss inbound call services needed and cost strategies.
3. Complete the Project Details form and include a brief letter of the services desired of AIM. Return to Rebecca or Twyla via one of these methods:
Email: rebeccam@callaim.org or twylaw@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 operators are well-informed, 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. Statement of philosophy and mission.
 - c. Any publications that you produce, i.e. magazines, newsletters, appeals.
 - d. Phone answering phrase to identify your ministry. *(Thank you for calling....)*
5. The last step is to provide the following information needed for documentation set-up and processing:
 - a. Source of advertising, i.e. TV/radio/magazine, together with times, dates, and station listings of anticipated release dates.
 - b. Offer list to include: title and whether any charges are attached. If “for-pay” items are offered, please include tax and shipping charges.
 - c. Information to be collected from caller: i.e. name, address, telephone number, source of call, payment method, etc...
 - d. Delivery time for offers/orders.
6. Items 4 and 5 must be received **here at AIM two weeks prior to desired advertising start date** or an additional \$150.00 rush charge will apply. Special Rush Services will be dependent upon staff availability.



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Project Details

Specifics

Ministry _____

Type of Service _____

Report Frequency: Daily Weekly

Type of Reports Desired: Call Statistics Source Statistics Order List Registrations

Report Recipient(s)

Name _____ Email _____

Name _____ Email _____

Special Instructions _____

Billing Information _____

Desired Phrase for Answering Calls: Thank you for calling...

Desired Start Date _____ Temporary / Permanent

Toll-free Number to Be Used _____ (Select through AIM)

Contact Person

Name and Title _____

Telephone () _____ Fax () _____

Email Address _____

Signature _____ Date _____

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