



For Immediate Release

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SD&A Announces New Calling Platform for Performing Arts Organizations

The nation's leading telemarketing firm for nonprofit organizations is now powered by a flexible, cloud-based communications platform that allows campaign calling from any location, including the safety of agents' homes; meanwhile, recent trends show uptick in fundraising and major gifts.

LOS ANGELES – SD&A Teleservices, Inc. recently rolled out FLEX, state-of-the-art technology that provides performing arts clients with greater flexibility in choosing where and how to run their telemarketing and telefundraising campaigns.

With FLEX, campaigns can now be run from a client's on-site phone room, from an SD&A Arts TeleCenter, and/or from the safety of agents' homes, depending on the need, so that calling can continue without interruption, no matter the circumstances. This nimble software will allow SD&A to continue operating seamlessly for the duration of the COVID-19 pandemic and beyond.

FLEX is an enterprise-level solution that delivers PCI-compliant security, robust reporting capabilities, and user-friendly tools for performance management and quality control. FLEX also enables SD&A to assemble top-tier teams of the very best callers from across the nation, no matter where they reside, for each campaign.

“The pandemic forced us to adapt and innovate,” said Elizabeth McClain, vice president & general manager of SD&A's Performing Arts Division. “Earlier this year, when we suspended operations at our phone rooms to protect the health and safety of our staff, we knew we had to develop a new way to keep our services available. FLEX is a powerful innovation that has made it possible for us to continue calling on behalf of our clients. Having that ability has made all the difference, especially now with the exciting trends we've been seeing recently on our telefundraising campaigns.”

In the past month, SD&A callers secured a \$25K gift, four \$10K gifts, and dozens of \$5K+ gifts for two orchestra clients. Contact rates are up by 25% or more. And, with messaging that stresses historic urgency, Second Ask calling is going exceptionally well, as patrons who have already

supported are reaching back into their wallets and giving even larger gifts than they would have otherwise. New acquisition numbers are trending higher as well.

“Now is the time to ask,” McClain continued. “We’ve been asking high and achieving results, frequently generating large gifts for our clients. Given the indicators we’re seeing, we believe strong fundraising will continue for months to come.”

To learn more about FLEX, visit <https://sdats.com/phone-from-home/>

For inquiries or to request a proposal, contact:

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About SD&A:

Since 1983, SD&A has designed and managed more campaigns for a wider variety of nonprofit organizations than any other telemarketing firm in the country. It has enjoyed successful partnerships with performing arts organizations, museums, public broadcasting stations, animal rights and welfare groups, environmental organizations, political candidates and committees, relief organizations, colleges and universities, human and civil rights organizations, botanical gardens, zoos, aquariums, libraries, hospitals, and many other nonprofit causes. In the process, the company has raised well over a billion dollars in revenue for its clients.

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