



Success Story #8

Fund Raising

PROBLEM

KWSU is a public broadcasting network. Because of this, they rely on biannual fund raising pledge drives to cover operating expenses. KWSU's needs quickly eclipsed their facilities. They had to find a way to effectively raise money and quickly capitalize on inbound telephone donations

SOLUTION

KWSU turned to Sound Telecom to develop an outsourced fundraising model that would ensure its business continuity and survivability. Fundraising is the key to KWSU's longevity and facilities issues and poor conversion rates were threatening the bottom line. Sound Telecom moved KWSU from an old-fashioned hand-written ticket system to a cloud-based order entry system. Sound Telecom then deployed multiple inbound agents to cover the busy "drive-time" pledge hours. Onsite help from KWSU was onsite to answer real-time questions. Together, we turned in huge pledge numbers.

Professional. Friendly. Courteous.



KWSU Media is the production division for KWSU and KTNW public television. Affiliated with NPR, KWSU provides innovative programming to thousands of subscribers.

RESULT

Sound Telecom has now for years hosted the biannual KWSU pledge drives. Each year is more successful than the last. Call time averages continue to decrease and donation amounts continue to increase. The result is a great partnership mixed with a whole lot of fun!

**Let's Develop Your
Solution Today**

1.800.557.1550

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