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| --- | --- |
| **Client** | Ways Phone |
| **Date** | 150616 |
| **Project** | eDM |
| **Copy to client** |  |
| **Copy to WP** | Anna, Martyn |
| **Prepared by** | AW, MH |
| **Version no.** | 3 |

| **Element** | **Copy** | **Notes** |
| --- | --- | --- |
| Email subject line | Complimentary Tele-Fundraising Consultation |  |
| Body copy | **Want more regular givers for your cause?**  Ways Phone is Australia’s leading telemarketing specialist for acquiring new regular givers through lead generation.  Speak to us today and we will:   * Run a no-obligation TM donor acquisition feasibility assessment for you * Offer a Cost Per Acquisition model, with a sliding scale of fees based on the volume of leads provided * Handle the entire data ordering and management process for you at no additional cost   Whether you currently run a phone acquisition campaign and would like to increase your ROI, or you’re simply interested in exploring how this type of campaign might work for your cause, drop us a line today. |  |
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END