



PHONATHON MANAGER'S TRAINING ACADEMY

AGENDA

Tuesday, July 28

1:00-1:15	Introductions, Agenda, and General Overview of the Academy
1:15-2:15	Creating an Effective Segmentation Strategy
2:15-2:30	Break
2:30-3:15	Developing Common Sense Policies and Procedures
3:15-5:00	Statistical Forecasting and Planning the Entire Fiscal Year

Wednesday, July 29

7:30-8:00	Continental Breakfast
8:00-9:00	Creating a Comprehensive Caller Training Process
9:00-10:00	Writing a Quality, Effective Phonathon Script
10:00-10:15	Break
10:15-12:00	Teaching Fundamental Negotiation and Solicitation Skills
12:00-1:00	Lunch
1:00-2:00	Coaching Callers for Increased Productivity and Quality
2:00-3:00	Planning and Executing a Great Phonathon Shift
3:00-3:15	Break
3:15-4:15	Setting Proper Goals and Creating Targeted Motivational Strategies
4:15-5:00	Statistical Analysis, Call Shift Decision Making, Mid-Program Adjustments

Thursday, July 30

7:30-8:00	Continental Breakfast
8:00-9:00	Selecting and Training Great Supervisors
9:00-10:00	Pledge Fulfillment Strategies
10:00-10:45	Time Management Tips and Strategies to Improve Contact Rates
10:45-11:00	Wrap-Up/Questions
11:00	Academy Ends