



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

1. You must be an endorsed church entity.
2. Contact Rebecca McClellan, Account Executive, at 800-253-3002 option 6 or Angel Easton, Digital Projects Supervisor, option 2 to discuss outbound call services needed and cost strategies.
3. Complete the Project Details form with a brief summary of the services desired of AIM, including a copy of the script/survey. Return to Rebecca or Angel via one of these methods:  
Email: [rebeccamcclellan@adventistinfo.org](mailto:rebeccamcclellan@adventistinfo.org) or [angeleaston@adventistinfo.org](mailto:angeleaston@adventistinfo.org)  
Mail: Adventist Information Ministry, 8490 E. Campus Circle Dr., Suite 215, Berrien Springs, MI 49104-0970
4. To ensure that our team is well-informed and 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. Desired phrase to greet and identify your ministry. *(Thank you for contacting....)*
5. The following information is needed to create a pricing schedule for the project and for set up of the campaign:
  - a. Copy of the survey or script of questions.
  - b. An Excel or CSV file of Contacts, including phone numbers
  - c. If contacts/leads will receive a response, what is expected response time?
6. Items 4 and 5 must be received **here at AIM one week prior to desired campaign start date** or an additional \$200.00 rush charge will apply. Special Rush Services will be dependent upon staff availability.





ADVENTIST  
INFORMATION MINISTRY

Seventh-day Adventist Church  
NORTH AMERICAN DIVISION

## Project Details – Outbound

### Specifics

Ministry Name \_\_\_\_\_

Type of Service Desired:  Survey     Fundraising     Marketing     Other

Description \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Number of Leads/People to Contact \_\_\_\_\_

Report Recipient(s)

Name \_\_\_\_\_ Email \_\_\_\_\_

Name \_\_\_\_\_ Email \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

Billing Information \_\_\_\_\_

\_\_\_\_\_

Desired Phrase to Greet and Identify Your Ministry:

Thank you for contacting... \_\_\_\_\_

Desired Start Date \_\_\_\_\_ Temporary / Permanent

### Contact Person

Name and Title \_\_\_\_\_

Phone – Office (    ) \_\_\_\_\_ Cell (    ) \_\_\_\_\_

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

Email: [rebeccamcclellan@adventistinfo.org](mailto:rebeccamcclellan@adventistinfo.org)