



# Inbound Call Hotline

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## Voices Captured, Voices Delivered

With Spoken Hub's toll-free grassroots hotline, you can take the temperature of your membership. You can tell if your message is generating high response rates, and you can make your other communication channels work for you more effectively. Inbound callers can leave messages for delivery to legislative offices, or we can patch them through on the spot.

**Publish a Toll-Free Number Through Any Channel:** Email, TV or radio ads, OpEd pieces, direct mail, billboards, flyers, etc.

**Add Value to Your Paid Media.** The grassroots hotline captures value created by paid media or broadcast email.

**Measure Response.** Track the volume of calls generated by your campaign.

**On Message.** Our interactive grassroots hotline helps ensure union members deliver a concise, on-point message to targeted officials, lawmakers, and influencers.

## Here's How It Works

We provide you with a toll-free inbound number. You include it in the email or paid media you broadcast to members and other potential activists.

Callers will:

1. Dial the 24-hour toll-free hotline.
2. Hear the pre-recorded voice of a someone they know, labor leader, a celebrity, or an anonymous voice.
3. Enter in their home zip code using the touchtone keypad.
4. Hear talking points about what they should say to the targeted official.
5. Be connected directly to the targets designated by your campaign.
6. Speak with a staffer or leave a message on the target's voicemail system.

Spoken Hub can provide you with a real-time web interface to track call volumes and the patch-throughs per targeted official.

[www.spokenhub.com](http://www.spokenhub.com)

For more information, please call 866-487-1713 or email [contact@spokenhub.com](mailto:contact@spokenhub.com)

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