

The Community Contact Service supports your marketing efforts, handles tedious tasks and continually creates knowledge-oriented promotional materials.

Start up

- ◆ Create a computer database from your referral source list.
- ◆ Create letters for 1st month.
- ◆ Create a newsette (one page, one topic newsletter) which includes your facility information.
- ◆ Create phone script with a logical reason to call.
- ◆ Fax client the referral source list for review and approval.
- ◆ Fax client letters, newsette and phone script for review and approval.

1st Month

- ◆ Week 1 – Send first letter to introduce your facility and the new Community Relations Program. Includes your business card and brochure.
 - A single "Familiar Letter" is sent to those sources you already know well and would be insulted by an introduction. Includes business card, brochure and newsette.
- ◆ Week 2 – Send second letter. Includes a newsette to start the Community Relations Program.
- ◆ Week 3 – Phone referral sources to make sure they received mailings, ask their permission to continue and offer an informational booklet.
 - 1) Updated referral source list with notes on 1st phone conversations.
 - 2) Copies of letters.
 - 3) Copy of telephone script.
 - 4) Flowchart of the strategy.
 - 5) Tracking forms.

Monthly

- ◆ Create letter for each month.
- ◆ Create a newsette each month and a booklet/guide/checklist every other month which include your facility information.
- ◆ Fax or mail client letter, newsette, booklet and phone script for review and approval.
- ◆ Mail letter and newsette to all referral sources.

Every Fourth Month

- ◆ Create phone script with a logical reason to call your referral sources.
- ◆ Phone referral sources to make sure they received mailings and offer to drop off booklets.
- ◆ Send to client an updated referral source list along with notes on phone conversations, requests for booklets and drop off instructions.
- ◆ Send to client the booklets to be delivered to referral sources. Also included are letters and envelopes to leave with booklets just in case the referral source is not there.
- ◆ Send booklets directly to all referral sources that request they be mailed.