

# Thank-A-Thon and Newcomer Welcome Calls

## Thank-A-Thon

**Project Description:** The NJSO depends on the sustained support of its subscribers and donors and values the new additions to our family of supporters. Ambassadors call new NJSO subscribers and donors each season to thank them for their support. There is no donation or sales solicitation. This is purely a call to express our appreciation.

**Project Objective:** To thank new subscribers and donors for their support.

### **NJSO Organizational Objectives You Will be Supporting:**

- Identify, understand and exceed patrons' expectations.
- Cultivate patrons through multiple points of personal contact to build sustainable relationships.
- Provide outstanding customer service.
- Develop opportunities to utilize volunteers' skills, knowledge and efforts.

### **Ambassador Tasks/Activities:**

- Call new subscribers and donors from the NJSO office.
- Answer patrons' questions or direct them to the appropriate party for a response.
- Record and report any comments/suggestions.

**Ambassador Qualifications:** Seeking Ambassadors who are friendly; enthusiastic; outgoing; customer service-oriented; and comfortable speaking with people on the telephone.

**Project Timeframe:** Two Thank-A-Thons are organized each year. New subscribers are contacted in early December and new donors are contacted in February.

**Length of Commitment:** One evening per calling event.

**Estimated Hours:** Training – One 30-minute session  
Calling – Two hours per calling event

**Scheduling:**  at discretion of volunteer  at specified times  
Ambassadors must be available between 5:30 and 8:00 PM on a weekday evening. One caller for every 50 patron names is needed.

**Worksite:** Calling will take place at the NJSO administrative office in Newark.

**Training required:** A brief training session (approximately 30 minutes) will be held immediately prior to each calling event.

**Benefits:**

- Play an important role in helping the NJSO make personal connections with its patrons.
- Enjoy a fun evening with fellow Ambassadors, musicians, staff, and Trustees.
- Receive a complimentary pizza dinner.

**Supervisor:** Renee Pachucki, Sr. Director of Patron Relations & Major Gifts  
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**Newcomer Welcome Calls**

**Project Description:** Ambassadors play a major role in welcoming newcomers into the NJSO family by calling first-time NJSO ticket buyers to thank them for purchasing tickets. There is no donation or sales solicitation. This is purely a call to express our appreciation and offer to share information and answer questions about the concert experience and venue logistics before the patron arrives.

**Project Objectives:** To provide distinguished customer service to NJSO patrons and enhance the concert experience for newcomers before they enter the hall.

**NJSO Organizational Objectives You Will be Supporting:**

- Provide an engaging and accessible experience.
- Identify, understand and exceed patrons' expectations.
- Cultivate patrons through multiple points of personal contact to build sustainable relationships.
- Provide outstanding customer service.
- Develop opportunities to utilize volunteers' skills, knowledge and efforts.

**Ambassador Tasks/Activities:**

- Call ticket buyers from the NJSO office or other location.
- Thank patron for purchasing tickets and ask if they have any questions about the upcoming concert, parking, dining options, etc.
- Answer patrons' questions or direct them to the appropriate party for a response.
- Record and report any comments/suggestions.

**Ambassador Qualifications:** Seeking Ambassadors who are friendly; enthusiastic; outgoing; customer service-oriented; comfortable speaking with people on the telephone; and possess a general knowledge of the NJSO (training is provided).

**Project Timeframe:** Ambassadors make welcome phone calls throughout the regular concert season, which runs from late October through May.

**Length of Commitment:** Eight-month concert season (20 weeks) with flexible scheduling. We ask that you volunteer to call to make calls at least four weeks out of the season (one day per week).

**Estimated Hours:** One to two hours per calling day.

**Scheduling:**  at discretion of volunteer  at specified times

The schedule for making newcomer calls is flexible. Calls are generally made on Monday, Tuesday and Wednesday afternoons and evenings the week the ticket-buyer is attending their first concert.

**Worksite:** Welcome calls are made from the NJSO administrative office in Newark.

**Training required:** All Ambassadors are required to attend one 30-minute training session before participating in this program and may be asked to participate in additional training sessions from time to time as needed.

**Benefits:**

- Play an important role in helping the NJSO make personal connections with its patrons.

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