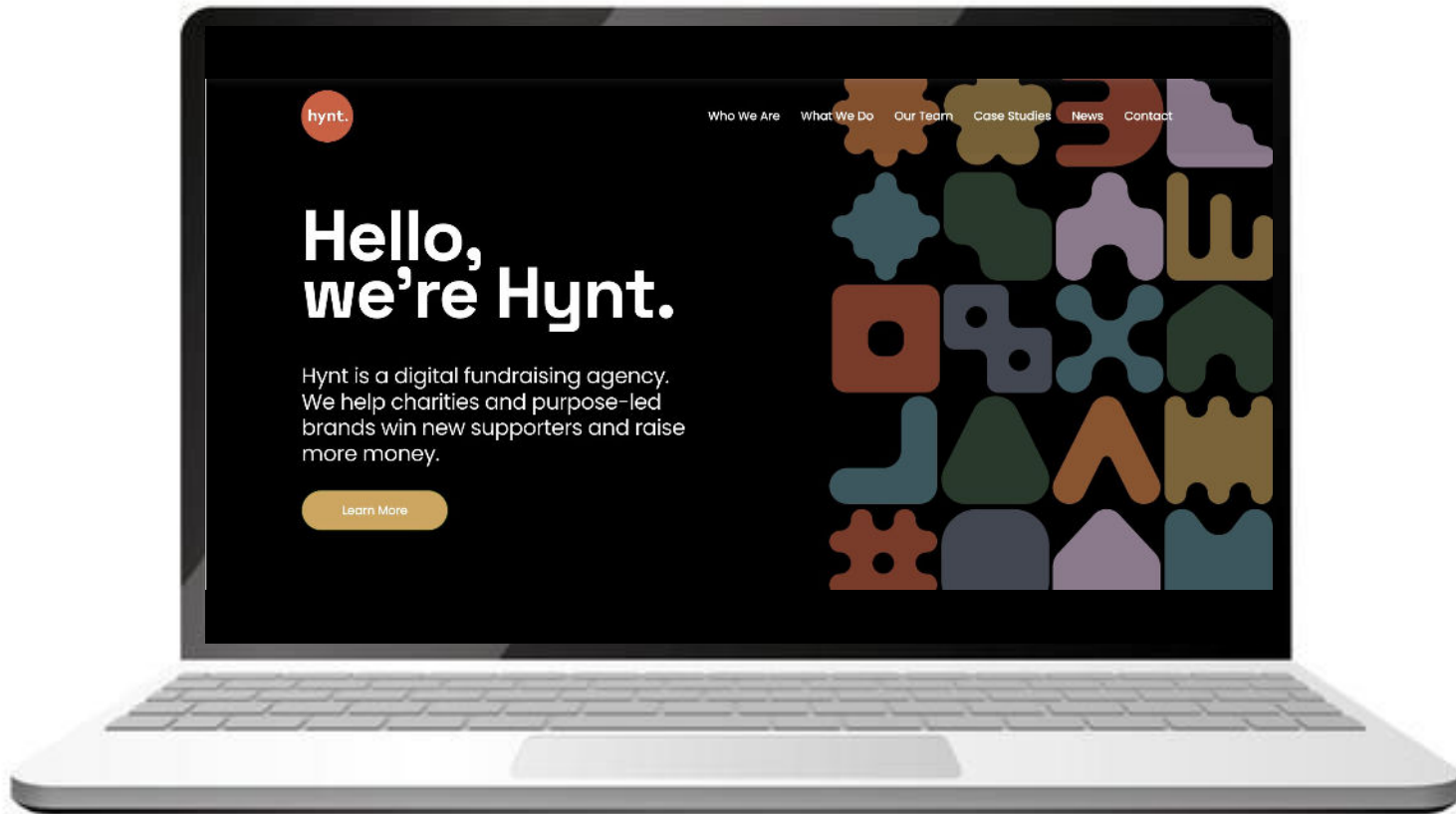


hynt.



# Integrating telephone and digital for seamless supporter journeys





# What we'll cover this session

How we're making Digital  
Leads for Telemarketing  
work for charities like NYO

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Why it's important to integrate other channels into this of activity to assist performance

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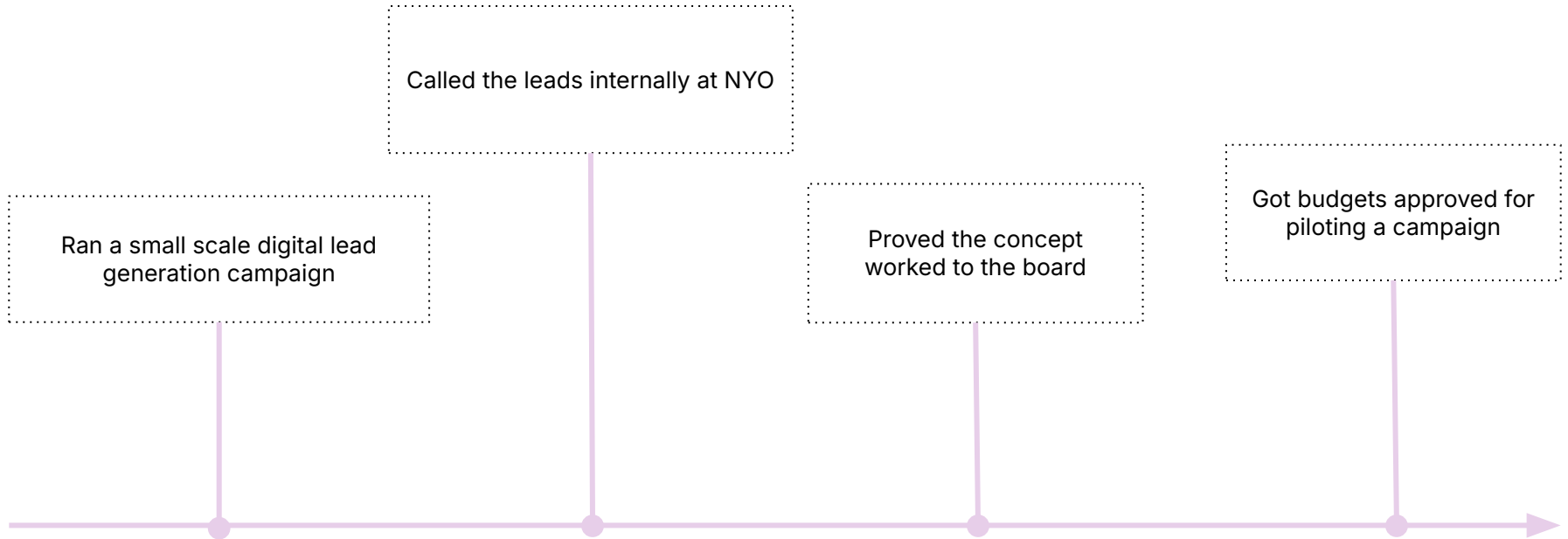
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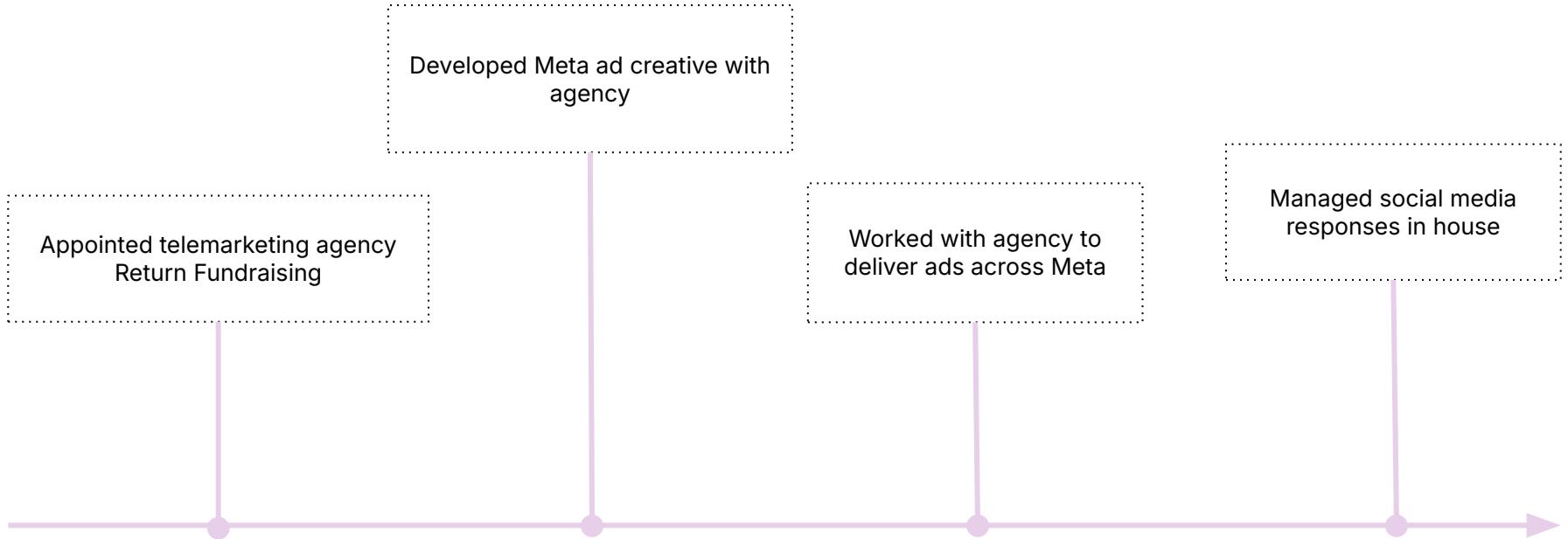
How you can get started, with a small budget and clear benchmarks

# The journey so far

# NYO had a need to diversify income streams, so ran a small pilot campaign in house



# In 2025 we launched our first telemarketing campaign using a telemarketing agency



# The results of the 2025 pilot campaign

**£6.75**

~ Cost per  
callable lead



**13%**

Typical  
Conversion



**163**

New donors



**£231**

Typical CPA



# We then started working with multiple agencies to integrate our approach



Telemarketing  
agency



Creative and  
Digital Campaign  
Management



Social media  
moderation

# Digital Leads for Telemarketing

# Integrating digital channels with telemarketing



Recruited digital leads across Meta

*(Telemarketing consent, plus optional email consent)*



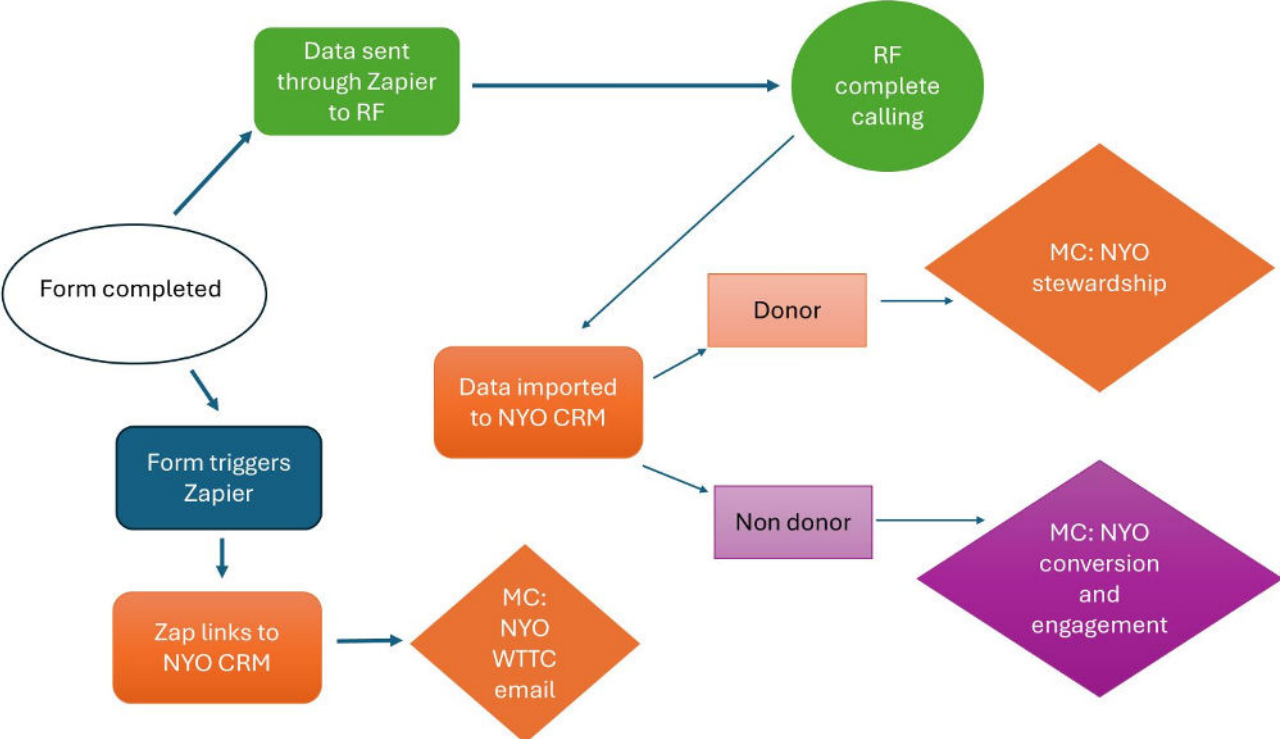
Put digital leads in to a telemarketing program

*(Immediately loaded into a Dialer and called with 24 hours)*



Delivered a welcome email on sign up, and an email journey after being contacted on the phone

# We mapped out the process and ensured that we made the most of the leads, identifying opportunities for email



# Making the ask in digital

**The National Youth Orchestra**  
Sponsored · Paid for by The National Youth Orchestra

Too many young people are missing out on musical opportunities. This stops them from unlocking their potential and learning essential life skills. This isn't right. Do you believe every young person should get the chance to discover their full potential through music?

About this ad

**Access to music should be equal**


Add your name if you agree >>

FORM ON FACEBOOK  
Add your name to show your support >> [Sign up](#)

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**The National Youth Orchestra**  
Sponsored · Paid for by The National Youth Orchestra

Can you imagine a world where every young person, regardless of where they live or go to school, gets to discover their true potential? Music has the power to unlock everything a young person is capable of. It can change their life.

Do you believe every young person deserves this chance? Add your name to show your support >>

About this ad



**Music transforms lives. Add your name >>**


FORM ON FACEBOOK  
Add your name to show your support >> [Sign up](#)

**The National Youth Orchestra**  
Sponsored · Paid for by The National Youth Orchestra

Can you imagine a world where every young person, regardless of where they live or go to school, gets to discover their true potential? Music has the power to unlock everything a young person is capable of. It can change their life.

Do you believe every young person deserves this chance? Add your name to show your support >>

About this ad



**Empower young musicians to thrive. Add your name.**

FORM ON FACEBOOK  
Add your name to show your support >> [Sign up](#)

# All leads were consented through a Facebook Form

The image displays three sequential screenshots of a Facebook Form for The National Youth Orchestra (NYO). The first screenshot shows the introductory text and a 'Continue' button. The second screenshot shows a 'Contact information' section with fields for first name, last name, email, and phone number, each with a 'Continue' button at the bottom. The third screenshot shows a 'Keeping in touch' section with a consent checkbox and a 'Submit' button.

**NYO**  
The National Youth Orche...

**Show your support - empower young musicians to thrive**

For thousands of teenagers across the UK, opportunities to play music are limited - or not there at all - because they can't afford it, or it's simply not available where they live.

Join us to help music transform a teenager's life - with free musical projects to release their creativity, build their confidence and discover ways to express themselves.

Continue →

**Contact information**

When you submit your email address and phone number, we will get in touch with you to let you know more about the work The National Youth Orchestra does. We will not publish or share your details with other organisations, and you can tell us whether you're happy to receive further calls or emails from us at any time.

First name  
Enter your answer.

Last name  
Enter your answer.

Email  
Enter your answer.

Phone number  
Enter your answer.

Continue

**Keeping in touch**

We would love to stay in touch by email, to tell you more about our work and how you can join our mission to help give teenage musicians access to free musical projects, to help them develop. There is no obligation to give.

Yes, I'm happy to hear more by email (optional)

By clicking Submit, you agree to send your info to The National Youth Orchestra who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads.

[View Facebook Data Policy.](#)  
[Visit The National Youth Orchestra's Privacy Policy.](#)

Submit

# Welcoming new supporters with an email



Dear RosiTesting,

As musical teenagers across the country prepare for their next adventure with NYO, we are thrilled to welcome you to the community. Whether music speaks to you in a way that words can't, or you want to help young people unlock their potential through musical challenges, there is a part for you to play.



Playing music together can transform the life of a young person and show them what they are truly capable of. But many teenagers across the country are locked out of this opportunity, because of where they live or go to school.

That's why NYO run free activities for teenagers across the UK, so finances aren't a barrier for anyone wanting to get involved. Last year we reached more than 28,000 young musicians. For some it was the first time they've met another musician who plays the same instrument as them, or the moment they found a

# Making the ask through a phone call



# Following up with non contacts

Day 0



Dear Rositestingv3,

NYO is best-known for our orchestra of teenagers from across the UK. But the NYO community reaches wider than the 160 musicians who make up the Orchestra.

Thousands of young people are locked out of opportunities to develop their musical skills, and take their playing to the next level. This is why NYO's free programme, NYO Inspire, is so vital for teenage musicians who face barriers to accessing music in their local area.



"I've had experiences that I wouldn't have had elsewhere. NYO Inspire has been so important for me, I can't really express in words how much so. It's helped me develop as a person and grow as a musician."

Lois, 18, Violin, NYO Inspire

Isn't that just incredible? That music can make such a difference. Maybe it has done so for you as well. We would love to know what music and NYO means to you.

[Tell us what music means to you](#)

Our ears are open to what you want to tell us, and we look at every answer. So please do click through and let us know your thoughts.

If you're interested in ways to support our work, or any of our other projects, please head to our [website](#). As always, if you have any questions, please don't

Day 3



Dear Rositestingv3,

In our last email, we asked you about what music means to you. And your answers have told us: music is so important. It truly emphasises why free musical opportunities are so needed for young people.

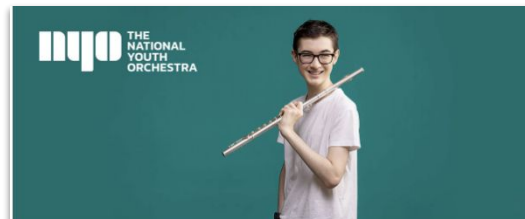
We're thrilled that young musicians across the country are preparing for the next NYO Inspire activity, which is coming up soon. From Bromley to Ballymena, hundreds of teenagers will challenge themselves, develop their musical skills, and discover all they are capable of.



I hope your experience as an audience member, listener or musician has given you the same sense of community and belonging that hundreds of teenagers find at NYO Inspire.

If you're interested in ways to support our work, or any of our other projects,

Day 8



Dear Rositestingv3,

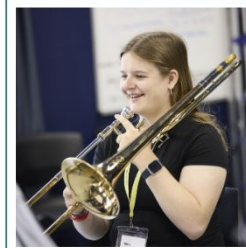
As part of the NYO community, I hope you see in our work how playing music with others brings more than joy for young people. It is transformational.

Too many teenagers, brimming with potential, are shut out of this life-changing experience. Across the country, young musicians are locked out of opportunities because where they live or go to school.

[Help make a difference](#)

NYO Inspire is a FREE programme for teenagers to share and play music with others. An hour costs £12.50, and gives a young person the chance to explore more challenging music, find belonging in a community of musicians who share their passion, and develop the confidence that could transform their life.

[Yes, I'll give an hour](#)



"In my secondary school, there were only three brass players. I wanted that opportunity to play with more people, to see what I could improve on, and where I could change things."

Lily, 16, Trombone, NYO Inspire

# The results

# What we've achieved

**19,000**

---

~ Leads  
generated

**£1.92**

---

Typical Cost per  
Lead

**c. 50%**

---

Opted in email  
marketing

# What we've achieved through telemarketing

9%

Typical  
Conversion

408

New donors  
per year

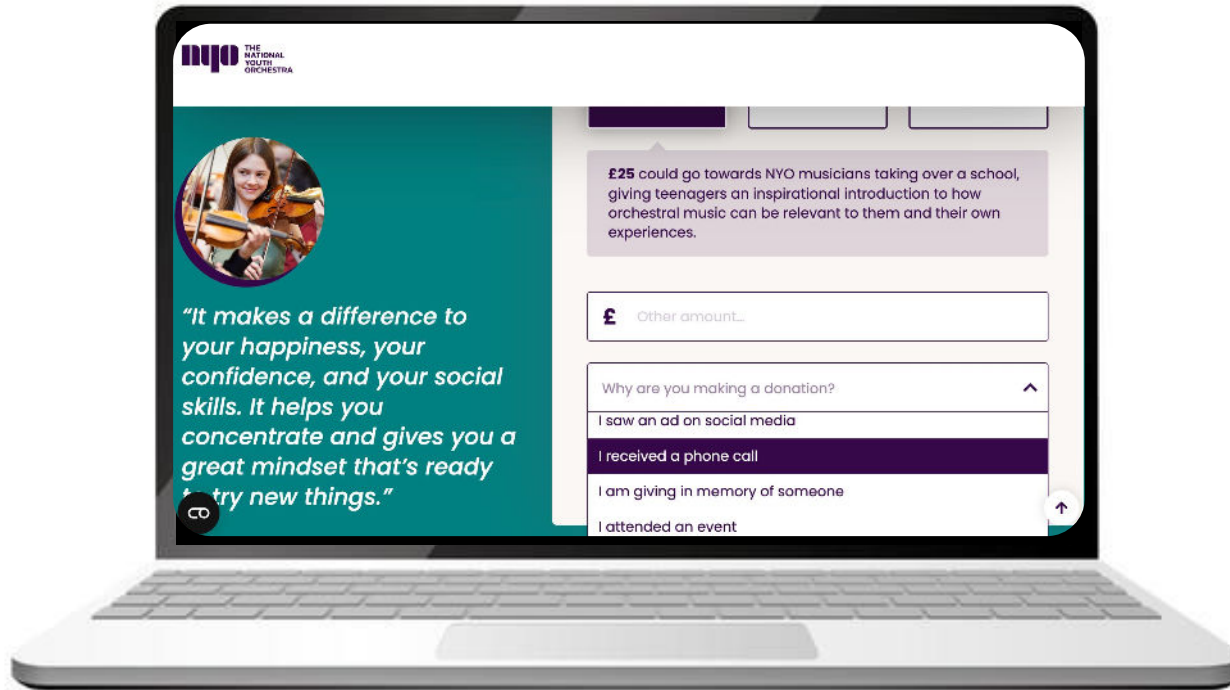
£177

Typical CPA

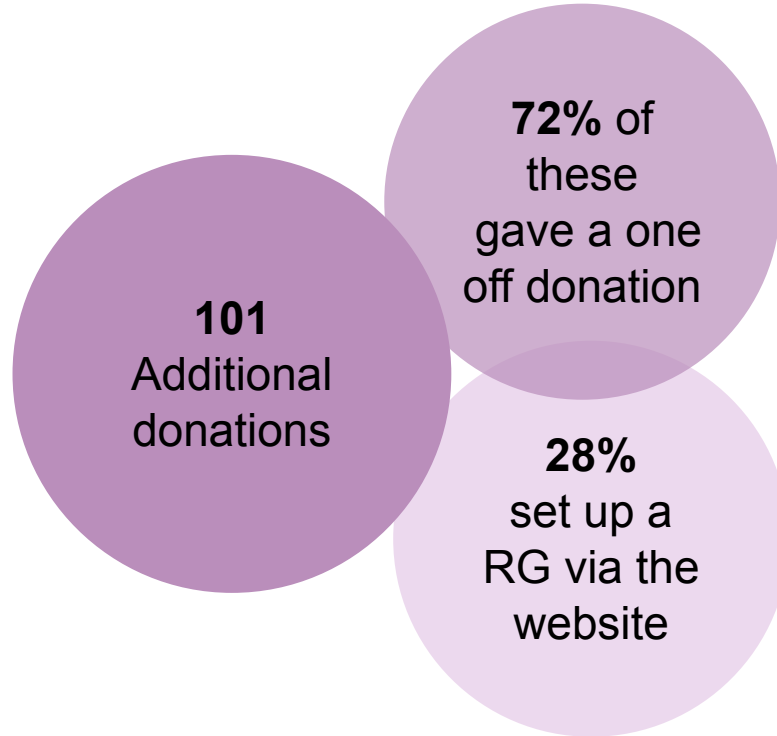
0.66

~ YR 1 ROI  
(Telemarketing  
& Media)

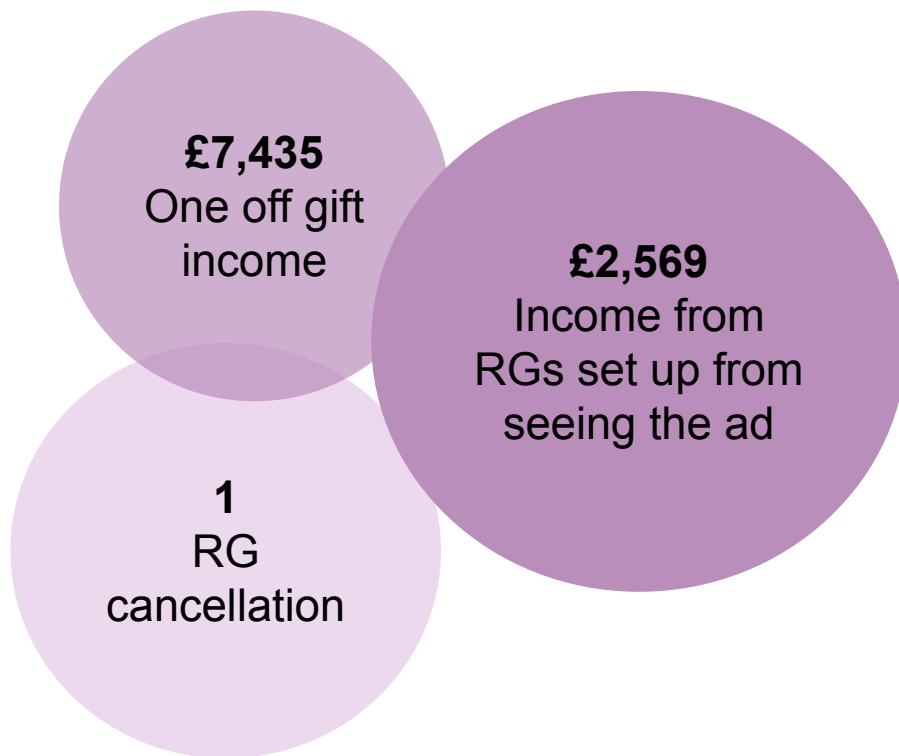
# Email wasn't our only digital touch point



# Combining additional touch points through email and having a presence on the website resulted in:



# Combining additional touch points through email and having a presence on the website resulted in:



**We raised and additional...**

**£10,003**

# With the digital income included, we achieved:

**£177**



Telemarketing  
only CPA



**£166**



Blended  
Telemarketing  
& Digital CPA

# With the digital income included, we achieved:

**0.66**



Telemarketing  
only Y1 ROI



**0.69**



Blended  
Telemarketing  
& Digital Y1 ROI

# Digital has also played a big part in reducing attrition in the first 4 months

**13.9%**



Spring 2025  
No Email  
Journey



**7.3%**



Autumn 2025  
With Email  
Journey

# Looking ahead, we're expecting to achieve a positive ROI at Y2

1.16



ROI at Y2

1.64



ROI at Y3

# How you can get started

# How do I get started?

**Plan your budget**

**Write your script**

**Appoint agencies as needed**

**Set up data flows and integration**

**Develop your Lead Magnet + Creative**

**Develop email + digital touchpoints**

**Build your digital fundraising skills, products and more with some free resources...**



**Or get in touch:  
hello@hynt.studio**

**hynt.**

hynt.

