

*A Powerful New Concept in Communications*

## POWER CALLER



*What if you could reach every member, volunteer, patient or client in a simple, fast and economical manner? What if you could reach everyone in a very short amount of time?*



# POWER CALLER

Nothing beats the telephone for results. With today's state of the art technology in communications, phone calls and phone messages are still the most powerful informational tools today. Let us introduce you to POWER CALLER . . .

POWER CALLER is a broadcast voice messaging service that helps you communicate vital information in a whole new way. Imagine your members, volunteers, patients or clients receiving a telephone call from you, personally, letting them know about your upcoming special event, deadlines, or critical information regarding an emergency situation. Using your own familiar voice and name, POWER CALLER will call each designated phone number, quickly and efficiently, with the same consistent message.

POWER CALLER has proven to be more effective than newsletters or flyers mailed and can be sent to hundreds or thousands of households for less than the cost of using direct mail.

### THE POWER CALLER ADVANTAGE

Not everyone has a fax and e-mail will reach only a fraction of the population, especially in time critical situations. Television and radio promotion can be costly. But virtually everyone has a telephone. That's why the telephone is still the very best means of communication.

POWER CALLER utilizes the latest state-of-the-art computer technology and sophisticated programming to provide this valuable service to you at very economical rates. POWER CALLER can deliver, at a minimum, 1,500 messages every hour. In true emergency situations, that number increases!

### IT'S SIMPLE TO USE

Once signed up, you are assigned your own special Personal Identification Number. Using a toll-free telephone number, you can call POWER CALLER any time day or night to record your own personal message that you wish to have delivered. Your Personal Identification Number provides you access to the recording utility. You simply then e-mail us, as an attachment, the names and/or telephone numbers you want called. You can even activate the dial-out yourself if you wish. POWER CALLER takes it from there. It really is that simple.

*Power Caller / IDAP Information Systems*

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