



2011 Overview for Financial Supporters

Why the Real Time/Download Campaign?

The “Got Milk?” campaign has been enormously successful for players in the dairy industry—from farmers to bottlers to truckers to grocery stores. In a similar spirit, the Real Time/Download Campaign encourages the Independent Agency System to adopt modern workflows for customer sales and service.

The Campaign has succeeded in focusing more attention on agents' adopting the improved workflows offered by Real Time and Download in personal and commercial lines. It is unusual—and truly positive—when the entire distribution channel comes together to support productivity improvements that will give agencies more time to round accounts, protect renewals, and sell new accounts.

We Need Your Support!

The Campaign requires some financial support to build and maintain the getrealtime.org site and 21 Day Challenge Web sites, to handle PR and write articles and case studies, to prepare and run banner ads (and limited print ads), and to handle info requests. Many people volunteer considerable time to the Campaign. But a reasonable level of financial support allows us to do much more to leverage that volunteer time to build a stronger, more competitive distribution system. (See www.getrealtime.org/active/coalitionsupporters.asp for a list of current financial contributors.)

Benefits to Financial Supporters

The contribution level for financial contributors is \$5,000, and each receives these benefits:

1. Demonstration of leadership in promoting agency adoption of the most productive workflows.
2. A seat on the Campaign Steering Committee, which oversees strategic direction, and holds some excellent discussions on where we are seeing progress and where additional Campaign activity may be necessary to keep up the momentum.
3. Broad access to data gathered in surveys/research conducted for the Campaign.

4. Advertising featuring an executive with the supporting firm. With print and banner ads running in rotation, these ad placements collectively would be valued at \$5,000 or more to each of the supporters.
5. Announcement of the support in a news release.
6. Opportunity for bylined articles and case studies on the Campaign Web site.
7. Mentions of your commitment and leadership on signage at ACT, AUGIE and other agent meetings; on all Real Time/Download Campaign presentations; and in all Campaign news releases.
8. Recognition and appreciation of your leadership position among the various stakeholders and opinion leaders—such as management system user groups and leaders of agent associations—in driving a more efficient and competitive Independent Agency System.
9. Prominent listing at www.getrealtime.org/active/coalitionsupporters.asp.

Target Audience Sets

Your financial support allows the Campaign to undertake the following activities:

- Ongoing Campaign staff management and communications counsel.
- Handling of regular questions and inquiries to Campaign.
- Building and maintenance of the Campaign Web site (www.getrealtime.org) and 21 Day Challenge Web site (www.getrealtime.org/21dc).
- Design, production and placement of Campaign print and banner ads in trade media.
- Regular news releases and article placement.
- Management of social media presence for the Campaign.
- Monthly Real Time Webinars.
- Analysis and publication of annual agent Real Time/Download survey.
- Travel expenses to industry meetings for Campaign staff and counsel and agent co-chairs, if necessary.

For More Information

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