



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY

DirectLine Helps Nonprofit Organization Reach New Members

Background

California Healthcare Institute (CHI) is a nonprofit public policy research organization that represents leading California academic institutions, biotechnology, medical device and pharmaceutical firms. CHI's mission is to advance responsible public policies that foster medical innovation and promote scientific discovery. The institute is funded by its members, and in order to increase funds, CHI needed to build membership. Previously, CHI had used direct mail to acquire new members and had never tried telemarketing.

The Challenge

CHI hired DirectLine Technologies in the summer of 2004 to help them communicate CHI's mission to potential members and to acquire new members.

DirectLine's Solution

DirectLine advised CHI on how to make its direct mail piece more effective, since direct mail would be the initial contact with the target audience of potential members. Then, DirectLine's team of professional callers contacted the group to communicate CHI's message and recruit new members. DirectLine also handled all direct mail marketing that occurred as follow-up to the phone calls.

Results

The campaign generated four key results: new corporate memberships that CHI expects to retain and benefit from for years to come; 100% collection of pledged membership funds; new information about CHI's list and how to improve the list to increase future response; and relationship-building communication between DirectLine's callers and CHI's prospects, who were very responsive and positive about the calls and the CHI brand.

Value Added Benefits & Advantages

Long-Term Value: "It is important for a membership organization to look at membership development as a long-term proposition and to continually build the relationship with the member," says Molly Ingraham, CHI's Vice President of Corporate Communications and Marketing. "This first campaign launched relationships that we plan to continue building."

Effectiveness: CHI had always assumed they had excellent lists, and since they previously used direct mail, they had no idea that more than 40 percent of the contacts in their prospect list were incorrect—either names that were not decision makers or other incorrect information—until DirectLine called the prospects on the list. DirectLine has since provided advice on how CHI can clean up their lists and obtain greater results by adding an information validation step to the campaign.

Ease: "DirectLine sets up a turn-key system for reporting that is very well automated and easy to use. I don't have to have a director or manager assigned to the project because an

administrative professional could easily access DirectLine's reports, which provide everything I need to know about the campaign," says Ms. Ingraham. "It's a very user-friendly system."