



# DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:



IRVING HEALTHCARE FOUNDATION

*Raising funds for a healthier Irving. A partnership for life.*

*DirectLine's fundraising exceeded all goals, despite the worst economic climate in decades.*

*"I'll be honest", said John Drake, CFRE, president of the Texas nonprofit hospital foundation, "we seriously considered canceling the fall 2008 project because the economy was so weak."*

The senior management team at DirectLine went back to basics, working hand-in-hand with Drake, to craft persuasive scripts that spoke compellingly of community need.

*"As the only non-profit hospital in town, our constituents really need the help this year, more than ever," said Drake. "We couldn't afford to let our community down."*

Happily, the fall 2008 project was a big success. In fact, despite a challenging economy, Irving's roster of donors has steadily increased throughout their partnership with DirectLine, a national leader in telephilanthropy.

*"It is critically important that all nonprofit organizations increase their donor acquisition programs during recessions," said Drake, "and we've found that telephone acquisition is significantly more effective than direct mail."*

Drake believes the key to DirectLine's success is their well-trained, caring staff manning the telephones. *"It's more persuasive for a person to make the ask, instead of a piece of paper,"* he said.

He was also impressed with DirectLine's customer service and how the real-time status of the campaigns can be instantaneously viewed via the Internet.

*"There's really no comparison. Three consecutive years of success has made me a firm believer in the power of acquiring and renewing donors by phone," Drake was quoted as saying.*

Drake, who has recommended the Modesto, California based telephone fundraising firm to other nonprofit groups, said the Irving Healthcare Foundation plans to continue the DirectLine collaboration.

"I'm so busy signing thank-you letters, that my other projects have to wait."



**John Drake**  
President  
Irving Healthcare Foundation

"OUR GUARANTEE  
MEANS YOU HAVE  
NOTHING TO LOSE."



**MARTHA E. CONNOR**  
President & CEO



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