



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

DIRECTLINE TECHNOLOGIES RAISES OVER A QUARTER MILLION DOLLARS FOR KVIE

KVIE, the Sacramento-based PUBLIC TV station, wants to keep something very PRIVATE.

Jim Gaynor, KVIE's director of membership, said DirectLine Technologies has been their "top secret" when it comes to the nonprofit's fundraising. He'd like to keep it that way.

"I'd hate to tell everyone about them," said Gaynor. "They've been good to us."

Gaynor said DirectLine, a national leader in telemarketing and fundraising programs for both private and public universities and colleges, was up for the challenge of meeting the public TV station's unique member solicitation campaigns.

"This type of campaign is not exactly what they normally do. We're really a different kind of breed," said Gaynor. "They looked at it and instead of saying 'no we can't do it,' they took it on and did quite well."

DirectLine took its existing "script" models and applied them to KVIE's sophisticated segmentation models. By refining the segments and tuning the scripting after each completed calling session, DirectLine was able to increase raised dollars, lower costs, and predict performance with pinpoint accuracy.

DirectLine has conducted nineteen campaigns for KVIE focusing on:

- Lapsed members
- Capital calling
- Additional gifts

"They exceeded our expectations every time," said Gaynor.

In a 10-month period, DirectLine raised more than \$250,000 for KVIE. More importantly, it helped to create a culture of giving among KVIE members, proving additional gift campaigns could be conducted several times a year.

In addition, Gaynor said DirectLine forced KVIE to raise its standards by requiring a specific member name format and stressing the importance of honoring "Do Not Call" lists.

DirectLine methods and processes, said Gaynor, also were surprisingly effective during the slowest week of the year — the week between Christmas and New Year's.

"It was productive for us," he said. "We're looking at doing it again this year."

"They exceeded our expectations every time...It was productive for us,"

Jim Gaynor,
KVIE Director of
Membership.

**"OUR GUARANTEE
MEANS YOU HAVE
NOTHING TO LOSE."**



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