



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY

Switch to DirectLine Boosts Non-Donor Campaign Results Campaigns Achieve Pledge Rates of 37 and 17 Percent

Background

New Jersey Institute of Technology (NJIT) had previously relied on student callers for their fundraising efforts and wanted to boost results. While their in-house callers were able to obtain pledges from previous donors, results from non-donors were poor.

The Challenge

NJIT challenged DirectLine to take over its non-donor fundraising program.

DirectLine's Solution

DirectLine worked with NJIT to develop a unique script to capture the interest of alumni who had never before made a donation.

Results

DirectLine has been achieving excellent results for NJIT for several years. Recent non-donor campaign results:

During the October 2004 campaign, DirectLine contacted 9,177 reachable records, obtained 5,292 decisions, and of those decisions 1,976 pledged for a pledge rate that exceeded 37 percent.

During the February 2005 campaign, DirectLine contacted 9,091 reachable records, obtained 5,203 decisions, and of those decisions, 915 pledged for a pledge rate that exceeded 17 percent.

"Before turning to DirectLine, our student callers had a horrible response rate with non-donors," says Kim Kramer, NJIT's Director of Annual Giving. Statistics say you have to ask five times to get to the 'yes.' Our student callers would only ask once or twice. DirectLine's professional callers are persistent without seeming pushy. They get a good collection rate."

Value Added Benefits & Advantages

Return on Investment: NJIT appreciates DirectLine's competitive pricing. In addition, DirectLine's callers obtain a higher average pledge rate than student callers do, which increases return on investment.

Flexibility: "DirectLine tailors the programs to our constituency, and that is why it works," says Ms. Kramer. "They didn't just take a standard cookie-cutter approach and apply it to us. My group behaves contrary to others. DirectLine listened to my concerns and created an effective, customized script."

Rapport: DirectLine's callers have the client's best interest in mind throughout their work. During one fundraising call, a previous non-donor offered a gift in kind instead of a cash donation. The resulting gift was worth three-quarters of a million dollars, and the donor later made other in-kind gifts as well.