



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

DIRECTLINE TECHNOLOGIES, INC. WAS THE CLEAR WINNER TEACHERS COLLEGE *fund*

DirectLine has had amazing success in upgrading former \$10 to \$50 donors to the \$1,000 John Dewey Circle level.

When Teachers College of Columbia University pitted its telemarketing vendor in 2003 against DirectLine Technologies, Inc., there was a clear winner.

"More donors, and more donors at a higher level," was the DirectLine winning advantage, said Michael Sclafani, Teachers College's Director of Annual Giving. "They continue to do that."

DirectLine, a national leader in telemarketing and fundraising programs for both private and public universities and colleges, has completed seventeen projects for Teachers College. The results: 7,494 pledges and \$735,653 in total income.

"I've been extremely satisfied," said Sclafani, a 12-year veteran in the fundraising industry, about DirectLine. "The thing that continues to excite me is our John Dewey Circle donors — people that give \$1,000 or more a year."

Sclafani said DirectLine has had amazing success in upgrading former \$10-to-\$50 donors to the John Dewey Circle level. In addition to increasing the average giving level of current donors, DirectLine also met the objective of increasing the number of first-time donors.

Teachers College, which occasionally has alumni volunteers and paid students do some telephone solicitation, said DirectLine is skillful in securing the larger pledges.

"I think the benefit in having a professional organization is they're not afraid to ask for \$1,000," said Sclafani. "Students and alumni kind of feel guilty asking for \$1,000."

DirectLine also will ask for a pledge more than once during a call. "The main secret of their success is they don't give up on the first try," said Sclafani. "They ask three or four times during the call."

The calls are carefully drafted with specific scripts for specific segments of donors.

"We work very closely with them writing the script," said Sclafani. "They take first crack at it and they're very open to any edits I might make."

The DirectLine phone associates are well versed about Teachers College's key messages and do well in representing Columbia University.

"I do receive a CD after the campaign and listen to snippets," said Sclafani about reviewing the performance of DirectLine phone associates. "I think they're great." Sclafani, who has more DirectLine campaigns scheduled, said he recommends them to other organizations.

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MICHAEL SCLAFANI
Columbia University
Teachers College's
Director of Annual Giving

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



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