



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

THE SOUTHERN MISS ALUMNI ASSOCIATION

GOAL: *20,000 Members by 2010*
STRATEGY: *DirectLine Technologies, Inc.*

Executive Director Bob Pierce, and Associate Director Jerry DeFatta faced a real challenge at The Southern Miss Alumni Association: increase paid membership to 20,000 by 2010.

"Like many Alumni Associations, our direct mail campaigns had served us well - but we realized that we needed to move outside the box to reach our goal," explained Jerry DeFatta, Associate Director for External Affairs.

The Board of Directors was skeptical about using a telephilanthropy vendor to sell memberships, but the Association made the leap.

"From the very first day of calling, I was extremely pleased," said DeFatta, " and particularly surprised by the number of Life memberships sold. We consider these the ultimate retention tool."

The Southern Miss Alumni Association staff keep an eye on campaign progress via the secure client web portal that provides access to real-time results and reports.

"We've been thrilled with the results. In fact, we're so pleased that we've added more alumni groups to the project, since calling started."

One of the highlights of the project has been the low number of complaints.

DeFatta explained that the skill and training of DirectLine's staff enabled them to help build strong alumni relationships, while representing the Association.

"TRADITION, PRIDE, LOYALTY, and EXCELLENCE are the qualities we hold dear. The DirectLine staff has succeeded in reaching our alumni with that message," said DeFatta.

"From the very first day of calling I was extremely pleased."



JERRY DE FATTA
Associate Director
for External Affairs

"OUR GUARANTEE
MEANS YOU HAVE
NOTHING TO LOSE."



MARTHA E. CONNOR
President & CEO



DIRECTLINE TECHNOLOGIES, INC.

sales@directline-tech.com

1.800.448.1200

WWW.DIRECTLINE-TECH.COM