



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

DIRECTLINE TECHNOLOGIES HAS RAISED OVER \$5.5 MILLION DOLLARS AND 33,430 MEMBERSHIPS FOR THE CAL ALUMNI ASSOCIATION.

Why has the California Alumni Association used DirectLine Technologies every year since 1993 to recruit members? It works.

Nancy Brigham Blattel, manager of CAA membership services, said the University of California, Berkeley association uses both direct mail and DirectLine's telemarketing service in its recruiting campaigns.

"We use direct mail first to see which groups or segments of alumni respond best and then follow up with the group for telemarketing," she said.

Blattel said direct-mail promotions result in a 1 to 2 percent response rate vs. 4 to 5 percent with DirectLine.

"So it's more than double," she said about DirectLine's success rate compared to direct mail. "We often get nonmembers or lapsed members agreeing to sign up via telemarketing."

In the most recent CAA campaign, DirectLine, a national leader in telemarketing and fundraising programs for both private and public universities and colleges, was challenged to upgrade members.

The campaign's goal was to upgrade annual members to lifetime memberships. CAA has 95,000 members, of which 75,000 are lifetime members. A key message DirectLine staff promoted was that lifetime membership dues would soon jump from \$475 to \$750.

"We had 684 alumni upgrade to lifetime members — a 6.2 percent response rate," said Blattel. "I was pleased."

She said the DirectLine calling staff, throughout the years, have been friendly and professional.

During its long relationship with DirectLine, Blattel said CAA has learned how to maximize the results.

"I think the key to success with them is to provide a good data list," she said.

A good data list ensures more connections with the three categories of alumni CAA seeks to reach — upgrading annual members to lifetime membership, renewing lapsed members, and acquiring non-members.

Blattel said she has confidence in DirectLine Technologies and their positive results.

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NANCY BRIGHAM BLATTEL
Manager of CAA membership services

"OUR GUARANTEE MEANS YOU HAVE NOTHING TO LOSE."



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