



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY

DirectLine Helps Alumni Association Achieve Steady Growth UCSB Alumni Association Benefits From Long-Term Relationship

Background

The University of California, Santa Barbara, Alumni Association (UCSBAA) has worked with DirectLine Technologies for more than a decade.

The Challenge

When UCSBAA selected DirectLine, they wanted to partner with a company who could provide consulting and services to help them achieve long-term, steady growth.

DirectLine's Solution

DirectLine helped create long-term programs and individual campaigns for UCSBAA management to help the association reach its goal for steady growth. DirectLine provided both the consulting and campaign implementation services.

"DirectLine Technologies has been a very useful partner for us," says Euzetta Williams, Marketing and Membership Coordinator for UCSBAA. "They've helped us understand our alumni and how to contact them in the most effective way. My representative is a good sounding board. We call him when we're thinking about doing something or making a presentation such as a board report, and he gives us valuable information and feedback that would take a huge effort for us to acquire on our own."

Results

The partnership with DirectLine has helped UCSBAA achieve consistent growth and increase its number of alumni members significantly.

Value Added Benefits & Advantages

Timesaver: DirectLine saves UCSBAA a great deal of time by handling all of the processing and chasing after the actual funds. "Those back-end efforts relieve our limited staff here," says Ms. Williams.

Helpful Technology: DirectLine provides daily reports by e-mail, which makes it easy for UCSBAA management to know exactly where they stand in the campaign, every day. DirectLine also provides the association with reports at the end of each campaign, as well as summary reports that compare results over several years in order to evaluate each campaign as well as the overall growth trends.

Guidance: "DirectLine can be a good partner in the alumni association endeavor because they actually give you a lot of information that you can learn from, in addition to providing a good service," says Ms. Williams.