



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

UNIVERSITY OF MISSOURI ALUMNI ASSOCIATION

University of Missouri Alumni Association Reaches 124% of Income Goal with the Help of DirectLine Technologies.

David Roloff, Director of Membership and Marketing for the University of Missouri Alumni Association, couldn't keep his eyes off his computer screen.

He wasn't monitoring an eBay auction, but witnessing in real time, the success of a recent DirectLine Technologies telemarketing campaign for new Alumni Association members.

"It was most addictive the first week, as I had the real-time screen on most of the day watching the memberships flood in," said Roloff.

And flood in they did. DirectLine signed up more than 800 new Alumni Association members in the first six days.

Roloff said the immediate results sold him on DirectLine, a national leader in telemarketing and fundraising programs for both private and public universities and colleges, and its instantaneous results via the Internet.

"It is by far one of the highlights of the DirectLine experience," he said about the monitoring system. "A great way to keep the staff and volunteer board excited about the project's progress."

Overall, the DirectLine campaign accounted for:

- 4,258 PLEDGED MEMBERSHIPS
- \$386,835 PLEDGED INCOME
- \$90.85 AVERAGE MEMBERSHIP VALUE
- ACHIEVED 124 PERCENT OF THE INCOME GOAL
- SECOND HIGHEST MEMBERSHIP GROWTH IN 12 YEARS

In addition, 373 of the members came from University of Missouri records coded as "unreachable."

"This group was certainly a big bonus for us," said Roloff. "DirectLine took the names, cleaned up the list and proceeded to amaze us with additional new and returning members we didn't think possible."

Roloff said he has recommended, and continues to recommend, DirectLine to other associations as a perfect solution for membership acquisition and retention challenges.

"The staff of DirectLine met and exceeded our expectations for generating new and returning members," he said. "DirectLine is a top-notch company committed to preserving the brand and reputation of its clients."

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said David Roloff,
Director of Membership.

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



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