

Dear Applicant,

Thank you for your interest in a career with DirectLine Technologies, Inc. We offer twice-monthly paychecks, monthly wage increases, career training, and opportunities for promotion. A full benefit package including medical, dental and vision insurance, vacation, 401(k) cafeteria and profit sharing plans are available following successful completion of an introductory period.

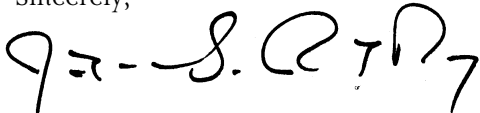
Professional Fundraising Team Member positions are available now. Please follow these steps to be considered for **immediate hire**:

1. Complete the Orientation Scheduling Form, and leave it with the Office Manager at our front desk.
2. Take this application packet home with you, to complete at your convenience. Familiarize yourself with the Sample Script, Job Description, and Dress Code.
3. Someone from our office will be calling you within the next few business days to conduct a phone interview and you will be asked to read from the Sample Script provided.
4. Applicants who pass the phone interview will be invited to new hire orientation and you will need to bring the completed application and resume (if available).
5. Following the orientation, selected personnel will be invited to one or more on-site interviews. A pre-employment drug test will be conducted.

Paid training is held weekly. Most applicants who complete these steps and are scheduled for training within seven days of their initial application. You could be working in a new career next week!

We look forward to welcoming you as a member of our DirectLine Team.

Sincerely,

A handwritten signature in black ink, appearing to read "Jimmy Rivera". The signature is stylized and cursive.

Jimmy Rivera
Vice President



DirectLine Technologies, Inc.

Job Description

Professional Fundraising Team Member (PFT)

Would you like to have a job where YOU CONTROL HOW MUCH YOU EARN?

- you can qualify for a raise every 30 days
- there is no maximum salary or wage cap
- there are *promotion* opportunities for positions as supervisors, managers, and sales associates
- you can earn over \$40,000+ a year
- there is medical, dental and vision insurance available
- you qualify to earn *paid* vacation days (\$20 - \$60 per month value)
- you can join the Central Valley Credit Union
- you can take college coursework at *no cost* to you
- your employer deposits money into an account for your retirement, that is *absolutely free* to you
- you can earn \$250 for referring a friend who passes their 90 day introductory period

AT DIRECTLINE YOU CONTROL YOUR WAGE AND BENEFITS: *Your participation in these programs is 100% within your control.* To take advantage of them requires three simple commitments:

1. come to orientation, training, and work on time - every time you are scheduled
2. follow DirectLine's policies and training
3. achieve project goals

COMPANY BACKGROUND:

DirectLine Technologies, Inc. is a woman owned and managed corporation, which provides fundraising, services to colleges, universities and alumni associations nationwide. Incorporated in 1990, DirectLine was named Small Business of the Year by the Modesto Chamber of Commerce in 1993, winner of the Stanislaus Count Integrating Technology award in 2001, and remains active through volunteerism and donations in our community.

WORK PERFORMED:

1. Fundraising for Colleges, Universities, and Non-Profit Organizations nationwide – no cold calling.
2. Meeting and exceeding performance objectives on all fundraising projects.
3. Lead team members by example in correct techniques, work habits, and work quality.
4. Lead telemarketing team members by example in attitude, attire, language and behavior.
5. Other duties as assigned.

AVAILABILITY:

Primary work hours include weekend and evening work. Full time employees are expected to be available to work any shift during typical work hours, which include 9:30 AM - 9:00 PM Sunday, 12:30 PM - 9:00 PM Monday through Friday. Most PFTs find that their highest performance, and best chance at earning raises, is based on their weekend work.

COMPENSATION:

PFT's starting wage ranges from \$7.00 - \$12.00 per hour based on qualifications and performance during orientation. Wage increases of \$0.25 per hour are evaluated every 30 days based on: achieving all project goals during the month and no more than 1 unexcused absence per evaluation period and no more than 2 tardies. Written monthly performance evaluations are provided by Managers to identify training techniques that allow you to meet goals and earn raises. You control whether or not you earn monthly raises by attending all scheduled work shifts, and using the paid training we provide to achieve goals.

QUALIFICATIONS:

High School diploma or G.E.D.; college coursework preferred.

CONDITIONS OF EMPLOYMENT:

1. PFT applicants must commit to a minimum four months of DTI employment to be eligible for consideration.
2. One no-show no-call results in voluntary termination.
3. One documented falsification results in termination.
4. It is the responsibility of each PFT to maintain performance at or above the baseline goals for each project, and continued employment at DirectLine Technologies, Inc. is contingent on meeting these performance criteria.

BENEFIT QUALIFICATION:

Employees are eligible to take advantage of benefits following successful completion of an introductory period of no less than 90 days.

DRUG POLICY:

It is the purpose of DirectLine Technologies, Inc. to help provide a drug-free environment for our clients and employees. With this goal and because of the serious drug abuse problem in today's workplace, employees of DirectLine Technologies, Inc. are subject to drug and alcohol testing by any of four methods:

1. Pre-employment - All applicants who successfully interview and qualify for training may be required to submit to a pre-employment drug and alcohol screening prior to attending orientation and training.
2. Randomly - A random selection of some employees for testing may be implemented.
3. For Cause - When it is the company's belief that a drug problem exists (such as evidence of drugs, accidents, injuries in the workplace, fights or other behavioral symptoms of drug abuse, negative performance patterns, excessive absenteeism or tardiness), for-cause testing will be utilized.
4. By Contract - When it is a pre-assignment requirement of the client.

Employees of DirectLine Technologies, Inc. who test positive or admit to substance abuse will be subject to disciplinary actions including termination.



DirectLine Technologies, Inc.

Dress Code

Professional Fundraising Team Member (PFT)

DirectLine Technologies Inc. is a professional telemarketing company, specializing in fundraising and research for organizations associated with colleges and universities and non-profits across the nation. As such, our dress code reflects our professional standing in the business community.

Professional business attire shall be worn at all times. Clothing should be clean, pressed and modest. For men, this refers to slacks, shirts with collars, socks and dress shoes; no athletic shoes. For women, this refers to slacks, skirts, skorts, and dresses. As long as feet are clean and groomed, dress sandals will be permitted. No beach sandals, flip-flops, bedroom slippers, or athletic shoes are to be worn.

DirectLine does allow its PFT's to "dress down" during the Sunday calling shift only. This can include jeans, hemmed shorts, printed and knit shirts. Clothing must still be clean, pressed and modest. Torn clothing, tank tops, jogging suits, sweat pants, suggestive or revealing clothing will not be allowed on any work day.

Quick and easy attire guidelines include:

Clothing must be clean, pressed, and modest.

Clothing must conceal undergarments, back, abdomen, and cleavage.

Backless, strap-less, low-cut, and/or bare midriff clothing is prohibited.

See-through or fishnet fabrics must conceal undergarments.

All attire must fit appropriately and must not be too small.

Printed shirts may not include words or images that are suggestive, offensive, or promote drugs or alcohol.

Dark glasses shall not be worn indoors, except for valid, documented medical reasons.

Denim clothing is acceptable on "dress down" days only.

In all cases, the determination of "appropriate" attire will rest with the manager on duty at the time, and all such determinations are final. Careful observance of our dress code will ensure that everyone enjoys a comfortable and professional work environment. A professional appearance will result in quality performance when calling on behalf of our clients. Of course, a quality performance will result in continued success for all, both as individuals and as a company.

PFTs who violate this dress code will be sent home to correct their attire. The time missed may be made up at the discretion of management. Any time that is not made up will count as an unapproved absence.

APPLICATION FOR EMPLOYMENT

It is our policy to comply with all applicable state and federal laws prohibiting discrimination in employment based on race, age, sex, religion, national origin, or other protected classification.

Name _____ Date _____

Last
First
Middle

Address _____

Street
City
State
Zip

Telephone Number _____ Are you over 18 years old? Yes No

Are you a U.S. Citizen or otherwise authorized to work in the U.S. on an unrestricted basis? Yes No

How did you learn of this opening? _____

Have you ever worked here before? Yes No If Yes, When _____

Are there any hours, shifts or days you cannot or will not work? _____

Shift Preferred _____ Part-Time _____ Full-Time _____

Are you willing to work overtime as required? Yes No

Answer this question only after reviewing the description of the job applied for:

Do you have a physical or medical condition which would limit your capacity for the job? Yes No

If yes, what can be done to accommodate your limitation? _____

Have you ever been convicted of a felony? Yes No (Conviction will not necessarily disqualify an applicant for employment)

If yes, describe conditions: _____

EDUCATION	NAME & LOCATION OF SCHOOL	YEAR GRADUATED	MAJOR	DIPLOMA/DEGREE
High School				
College/Univ.				
College/Univ.				
Other Training/Education				

In addition to your work history (reverse side), what other experiences, skills, or qualifications would especially fit you for work with our company? _____

POSITIONS APPLIED FOR

1. _____ 2. _____

Wage or Salary desired? \$ _____ When can you start? _____

WORK HISTORY

May we contact your present employer? Yes No

Most Recent Employer		Address		Telephone
Date Started	Starting Salary \$	Per	Starting Position	
Date Left	Ending Salary \$	Per	Position on Leaving	
Name & Title of Supervisor				
Description of Duties			Reasons for Leaving	
Most Recent Employer		Address		Telephone
Date Started	Starting Salary \$	Per	Starting Position	
Date Left	Ending Salary \$	Per	Position on Leaving	
Name & Title of Supervisor				
Description of Duties			Reasons for Leaving	
Most Recent Employer		Address		Telephone
Date Started	Starting Salary \$	Per	Starting Position	
Date Left	Ending Salary \$	Per	Position on Leaving	
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Most Recent Employer		Address		Telephone
Date Started	Starting Salary \$	Per	Starting Position	
Date Left	Ending Salary \$	Per	Position on Leaving	
Name & Title of Supervisor				
Description of Duties			Reasons for Leaving	

APPLICANT'S CERTIFICATION AND AGREEMENT

I certify that the facts set forth in this Application for Employment are true and complete to the best of my knowledge. I understand that if I employed, false statements may result in dismissal. I authorize the Company to make an investigation of any of the facts set forth in this application.

I understand that employment at this Company is "at will", which means either I or the Company can terminate the employment relationship at any time, with or without prior notice, and for any reason not prohibited by statute. All employment is continued on that basis. I understand that no supervisor, manager or executive of Company, other than the president has any authority to alter the foregoing.

Applicant's Signature _____ Date _____

DTI APPLICANT: This is a sample script from a fundraising project similar to those you would be trained to work on. You will be asked to read a portion of this script during your telephone interview.

State University Annual Fund - Tile Campaign

IDENTIFICATION: Hello, this is (*caller's full name*) calling on behalf of *State University*. May I speak with (*prospect's full name*)?

buttons

AVAILABLE:

HELLO, (*name of prospect*) I'm glad I was able to reach you tonight. This is (*caller's full name*) calling on behalf of *State University*. Have I reached you at a convenient time, or would you prefer I schedule a time to call back later?

~ New Branch

NOT AVAILABLE: ♦ Data Entry

Do you know when I might be able to reach (name)?

buttons

CONVENIENT:

We are calling all of our alumni to share our excitement about our 10th anniversary.

NOT CONVENIENT: ♦ Data Entry

May I call you later this evening, or would this time tomorrow be better for you?

ESTABLISH RAPPORT: Have you had a chance to visit the campus in the last few months?

buttons

YES, SOMETHING:

Great! Then you know that...

~ New Branch

NO, NOTHING:

Well, then you might be interested to know that...

~ New Branch

CRITICAL MESSAGE: ...we just broke ground on a new track and field, funded in part through the combined effort of students, faculty and staff. And of course we just celebrated the opening of our newest building on campus, University Hall.

In addition to the new facilities for our growing student body, we are concerned about meeting the needs of our most valued assets - you, our alumni. To serve you, we are introducing a new alumni web page, and a special credit card from MBNA which proudly displays our campus name and logo.

ASK & OVERCOME: This year we are launching a special program to recognize our alumni donors who take on a leadership role. For a generous gift of \$1000 we will display your name on a tile in a specially designated area reserved only for our leadership donors. The funds from your generous gift will be used by (*college name*) to strengthen the quality of education. Can we count you as a member of this prestigious group with a special leadership gift of \$1000?

BE QUIET! Make them talk next.

buttons

YES: ♦ Data Entry

NO:

I understand, \$1,000 is a big commitment and we know not everyone is able to participate at this level. **Perhaps a gift of \$500 would be more appropriate for your budget?** Your gift will help students of the (*college name*) who follow in your path. Can we count on you for a generous gift of \$500?

~ New Branch