



DIRECTLINE TECHNOLOGIES, INC.

CASE STUDY:

DIRECTLINE TECHNOLOGIES HAS RAISED OVER \$585,000 FOR CHILDREN'S HOSPITAL OAKLAND SINCE 2005

Successful fundraising is key to the mission of Children's Hospital & Research Center Oakland: The delivery of high quality pediatric care for all children.

"If somebody comes to our door, we'll treat them," said Ken McKinney, Annual Fund Manager for the Oakland, Calif. hospital.

McKinney said the Children's Hospital used other firms in its two bi-annual telemarketing fundraising campaigns before contracting with DirectLine Technologies.

"DirectLine has been heads and shoulders above the other companies we used," said McKinney. "I've been very pleased. I can't say enough good things about them."

Since 2005, DirectLine has conducted four telemarketing campaigns for Children's Hospital and has raised more than \$585,000. More importantly, DirectLine achieved from more than 12,400 individual donors an overall average pledge of \$47.18 — compared to \$27.12 by a previous firm.

"They guaranteed us a profit and delivered on it," said McKinney. "Their contracts are very fair."

DirectLine, a national leader in telemarketing and fundraising programs for both private and public universities and colleges, attributes its Children's Hospital Oakland success to a philosophy of not assuming a donor's past gift amount would determine whether or not they had the ability to give at a higher level.

McKinney said he knows firsthand the DirectLine calling staff was very well spoken, knowledgeable of the hospital, and professional.

"I put myself in the calling system so I got the calls at home," said McKinney. "I was impressed with the callers."

He also was impressed with DirectLine's customer service, and how the real-time status of the campaign could be instantaneously viewed via the Internet. A previous firm relied on mail service to pass on results.

"Everything is electronic based. We're able to get our reports online," said McKinney. "It is very quick and efficient. They're very attentive to their client's needs."

The DirectLine calling staff also is very caring, said McKinney. After he spoke to the staff and screened a video on good works by Children's Hospital Oakland, the DirectLine employees personally donated \$303 — which was matched by DirectLine — and presented it to the hospital.

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



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