

Solutions

Tailored solutions for your organization's specific needs

RuffaloCODY

70 On-Campus Locations!

MASTERS ■ GRADUATE SERVICES ■ ENROLLMENT MANAGEMENT



2007: A Year of 'Firsts' for RuffaloCODY

- One of America's Fastest Growing Private Companies
- Now Located on More Than 70 Campuses

Since 1991, when RuffaloCODY signed its first client (Cornell College - Mount Vernon, Iowa), the company has been focused on providing state-of-the-art research, industry leading CAMPUSCALL automated calling systems, and phonathon best practices that deliver improved results year after year. A testament to the company's successful business plan, RuffaloCODY was recently selected by *Inc.* magazine as one of the top 5,000 fastest growing private companies in America. The first-ever *Inc.* 5,000 is an extension of *Inc.* magazine's annual *Inc.* 500 list.

"RuffaloCODY has consistently delivered quality performance, continually introduced cutting edge innovations and relentlessly pursued the highest standards in our industry,"

stated company president Duane Jasper. "We believe the Company's ranking in the *Inc.* 5,000 for 2007 is a result of these everyday corporate values and the determination of our employees who deliver them on behalf of our clients."

A result of hard work and enduring client loyalty, 2007 also marks the first year that the company will be partnering with more than 70 colleges and universities, offering *on-campus industry expertise* in managing phone programs via MASTERS, Graduate Services, and Enrollment Management Total Telecounseling programs.

The MASTERS Program for on-campus phonathon excellence is a full-time total management option where the RuffaloCODY team focuses on the day-to-day phonathon

Continued on page 9

RuffaloCODY Ranks No. 3,552 on the Inc. 2007 List of America's 5,000 Fastest Growing Private Companies

(NEW YORK, August 23, 2007) - *Inc.* magazine today ranked Cedar Rapids, Iowa-based RuffaloCODY No. 3,552 on its first-ever *Inc.* 5,000 list of the fastest-growing private companies in the country, with three-year sales growth of 82.2% and 2006 revenues of \$34.3 million. The *Inc.* 5,000 is an extension of *Inc.* magazine's annual *Inc.* 500 list designed to recognize the many businesses that are too big to grow at the pace required to make the *Inc.* 500, as well as a host of smaller firms. Overall, these companies represent the backbone of the U.S. economy.

The 2007 *Inc.* 5000 list measured revenue growth from 2003 through 2006. To qualify, companies had to be U.S.-based, privately held, and independent - not subsidiaries or divisions of other companies - as of December 31, 2006, and have had at least \$200,000 in revenue in 2003, and \$2 million in 2006.

"The *Inc.* 5,000 provides the most comprehensive look ever at the most important part of the economy - the entrepreneurial part," said *Inc.* 5,000 Project Manager Jim Melloan. "The expansion of the list has allowed us to tell the stories of larger companies, older companies, and a wealth of companies in industries like manufacturing and construction that are underreported in the business media."

"We are extremely pleased to have earned a spot on this prestigious list of

rapidly growing and top-performing U.S. private companies," said RuffaloCODY CEO Al Ruffalo. "This achievement is a testament to RuffaloCODY's solid dedication to client satisfaction and the work ethic of our fantastic staff, which consistently underpromises and over performs."

Complete information on this year's *Inc.* 5,000 can be found at www.inc.com/inc5000.

About Inc.com
Inc.com, the Daily Resource for Entrepreneurs, delivers advice, tools, breaking news, and rich multi-media to help business owners and CEOs start, run, and grow their businesses more successfully. Information and advice covering virtually every business and management task, including marketing, sales, finding capital, managing people can be found at <http://www.inc.com>.

In This Issue

- P. 2 Letter from the President
- P. 3 Enrollment Management Success Stories: Hartwick College Oxford College
- P. 4 MASTERS Program America's Top Ranked National Universities Include Many RuffaloCODY Clients
- P. 5 MASTERS Program University of Rochester Program Success
- P. 6 RuffaloCODY 2007 Software Users Group Recap
- P. 7 Annual Advancement Academy July 2007 Overview
2008 Announcement
- P. 8 Nonprofit Services Representative Lands \$100,000 Pledge
Parent Programs Succeed for Greek Organizations
- P. 9 A Year of Firsts for RuffaloCODY (continued)
- P. 10 Healthcare Fundraising Saint Joseph Mercy Health System
- P. 11 Conferences Schedule
- P. 12 Inc. 5,000 Listing



Duane Jasper
President

Dear Colleagues:

As our cover story for this edition of the Solutions newsletter indicates, RuffaloCODY is now partnering with more than 70 colleges and universities across the country to manage their on-campus telephone programs. This number, while larger than ever before, is indicative of the organized planning and attention to detail given to each program led by RuffaloCODY and our team of student-callers, supervisors, managers and directors at all levels of the organization.

Through our MASTERS, Graduate Services and Enrollment Management programs, RuffaloCODY offers assistance and expertise that provides the opportunity for 'best year ever' results, year after year. Please read more about each of these unique programs on the pages that follow.

In addition, RuffaloCODY was listed on the first-ever *Inc.* magazine's list of the top 5,000 fastest growing private companies. This annual listing acknowledges organizations that have had at least \$200,000 in revenue in 2003 and \$2 million in 2006. Overall, these companies are said to represent the backbone of the U.S. economy and we are proud to be listed among them. A complete list of *Inc.* 5,000 companies can be found at www.inc.com.

As the year comes to a close in only a few short months, you'll want to mark your calendar for the 2008 Software Users Group conference and the Annual Advancement Academy (hosted by nationally-known speakers and authors, John Taylor and Bob Burdinski), both to be held in San Diego, California, July 27-31st. Details and a recap of this year's conferences are included on pages 6-7.

As always, I invite you to take a closer look at RuffaloCODY and our suite of products and services by visiting our website at www.ruffalocody.com.

Best wishes for success!

Duane J. Jasper
President, RuffaloCODY

Software Users Group and Annual Advancement Academy to be held in San Diego, July 27-31st!

Newsletter comments or suggestions?

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Kettering University

Producing Outstanding Results With RuffaloCODY's Enrollment Management Total Telecounseling Program

Well-known for its top-ranked undergraduate programs in engineering, math, science and business, Kettering University in Flint, Michigan, is also home to one of the nation's most advanced co-op education programs and renowned state-of-the-art programs in engineering. The University recently retained its #1 ranking in Industrial and Manufacturing Engineering (IME) for the eighth straight year and was again ranked as one of the Top 20 undergraduate engineering schools in the 2008 edition of "America's Best Colleges Guide" published by U.S. News & World Report.

With its focus on seeking the best and brightest student prospects, Kettering wanted to leverage an innovative and cost effective system from an experienced and proven provider -- which is why it ultimately selected RuffaloCODY enrollment management services and the Total Telecounseling (T²) program.

The results of this partnership speak for themselves, with 80,000 calls completed over a ten-month period and almost one-third of Kettering's freshman applications generated following a Total Telecounseling call to prospective students. Personal campus visits jumped by 66% from 2006 to 2007, and campus overnight visits climbed 58% over the same period.

"Obviously, we're very pleased with the results we're seeing," said Sheila Adams, Director of Customer Service and Programs. "RuffaloCODY provides the services we were not able to do in-house. We couldn't ask for a better fit for our needs."

Adams credits the professionals at RuffaloCODY for much of the program's success. "It's a joy to work with RuffaloCODY. The staff is efficient, thorough and effective, following up with any concerns expressed by prospective students or their families, and carefully tracking any trends," Adams said.

Adams also praises RuffaloCODY's Total Telecounseling approach, which offers a variety of calling possibilities, such as application generation calls, campus visit generation calls, qualification calls, scholarship and financial aid outreach, admitted application yield calls, retention reminders, and customized calls. "It has really helped us -- not only by conducting a calling program to generate applications here on campus -- but by improving what we're asking student prospects and what we're providing to help them determine if Kettering is a good fit for them prior to the application process," she said.

As the partnership between Kettering and RuffaloCODY matures, Adams believes the results will continue to improve. "Thanks to our work with RuffaloCODY, I see an even brighter future for us."

Visit RuffaloCODY at the following conferences

Nov. 11-14	Blackbaud Conference for Nonprofits Charleston, NC
Nov. 11-14	American Marketing Association (AMA) Symposium - San Diego, CA
Nov. 26-28	CASE Successful Annual Giving Strategies New Orleans, LA
Nov. 27	AFP Massachusetts Boston, MA
Nov. 28-29	CASE Successful Phonathons New Orleans, LA
Dec. 2-4	CASE VII and VIII District Conference Las Vegas, NV
Dec. 6-7	CASE Kentucky Louisville, KY
Dec. 9-11	CASE District V Conference Chicago, IL
Jan. 4-7	The Council of Independent Colleges Presidents Institute - Marco Island, FL
Jan. 12-15	CASE District VI Conference Denver, CO
Jan. 16-18	Case Gift Planning for Major Gift Officers Scottsdale, AZ
Jan. 26-29	CASE District II Conference Puerto Rico
Jan. 27-29	CASE NAIS 37th Annual Conference Nashville, TN
Feb. 9-13	CASE District I Conference Boston, MA
Feb. 17-20	CASE District III Conference Atlanta, GA
Feb. 27-29	CASE Winter Institute for Chief Development Officers - Naples, FL
Mar. 2-4	AHP New England Groton, CT
Mar. 11-12	Greek Retreat On Annual Giving Memphis, TN
Mar. 12-13	Big XII Development Conference Kansas City, MO
Mar. 26-29	AAMC National Professional Development Conference - San Diego, CA
April 5-9	CASE District IV Conference Little Rock, AR
April 23-24	CASE Senior Annual Giving Professionals Chicago, IL

Saint Joseph Mercy Health System

RuffaloCODY's longest-term healthcare client forged a rock-solid record of success based on compassionate calling.



By Bruce Tiemann, Marketing Communications

Saint Joseph Mercy Health System - a tax-exempt, non-profit organization - has established a reputation for offering the latest medical treatments and compassionate care at three facilities in Southeast Michigan, including St. Joseph Mercy Hospital, a 529-bed teaching hospital located in Ann Arbor; Saint Joseph Mercy Livingston Hospital, located in Howell; and Saint Joseph Mercy Saline Hospital, located in Saline.

Leading national and regional benchmark organizations have named these facilities top hospitals for childbirth, heart attacks, back pain and knee replacement, while physicians rank as top doctors in specialties that include cardiovascular care, orthopedics, oncology, surgery, neurosciences, gastroenterology and urology. St. Joseph Mercy Hospital is the first and only hospital in the state of Michigan, and one of only 50 nationwide, to offer the CyberKnife Radiosurgery System to cancer patients searching for options. The revolutionary CyberKnife treats tumors anywhere in the body - even those once considered inoperable - with sub-millimeter accuracy and minimal side effects or damage to surrounding tissues. The Health System has also been spotlighted as one of the first health systems in the United States that uses a computerized order entry system, a key component that improves patient care and drastically reduces medication errors.



L: Laura Meengs - Annual Giving Manager
R: Camille Shy - VP for Development

For the past five years, Saint Joseph Mercy Health System has partnered with RuffaloCODY to successfully fulfill goals of its \$100 million Renewal Campaign that include improving technologies, facilities, services and education programs.

Vice President for Development Camille Shy points out that the health care industry has its own special challenges and sensitivities, and she stresses that RuffaloCODY proved its ability to flourish in this particular environment from the very beginning. "In healthcare, our patients or their loved ones become donors, often during a vulnerable time in their lives. The real key is to develop a relationship with them as a donor while treating them with compassion," said Shy.

"One of the reasons we decided to partner with RuffaloCODY was because we had significant confidence in RuffaloCODY's ability to portray our case to our potential donors in a tone that was appropriate, given our mission. The callers are polite and approach those calls with a sensitivity that we might not be able to find elsewhere."

Laura Meengs, Annual Giving Manager, says the relationship between Saint Joseph Mercy Health System and RuffaloCODY has continued to grow and prosper over the past five years. "We now use RuffaloCODY services in several different ways," Meengs said. "We participated in Planned Giving ID Calling this past year, and were very pleased with the results from that program. I felt it was a great touch for our annual giving donors to receive a non-solicitation call. We use RuffaloCODY's Annual Giving Services for ten months out of the year, including grateful patient calling. We do follow-up calls through RuffaloCODY to non-responders from our mail solicitation campaigns, and renewal calls to newly lapsed donors. In addition, we are taking advantage of the data services RuffaloCODY offers, including basic research and enhanced data to establish a better return on investment for our grateful patient calling."

Meengs notes that while results and cost effectiveness are important, she also values the priceless customer service component. "What I like best about RuffaloCODY is the team I work with. Any vendor can implement a calling program for you, but I don't think you could find a team more responsive to concerns - or ideas for improving your program. The staff at RuffaloCODY definitely has a 'let's-make-it-work' attitude. Our team is dedicated to maximizing results for us, and I really appreciate that. I expect our relationship to continue to grow well into the future."

For additional information about Healthcare Fundraising and Planned Giving Marketing, contact Tim Logan, ACFRE at 800.756.7483 or e-mail timothy.logan@ruffalocody.com

Hartwick College

Zeroing in on The Right Prospects Through Inspired Enrollment Management

By Bruce Tiemann, Marketing Communications



HARTWICK
est. 1797

Hartwick College discovered that partnering with RuffaloCODY allowed it to focus attention on high priority projects while at the same time conserving valuable in-house assets.

Hartwick College is a private liberal arts and sciences college of 1,480 students nestled in the northern foothills of the Catskill Mountains in Oneonta, New York.

As a smaller institution of higher learning serving a particular niche, Hartwick sought to maximize its enrollment management impact while minimizing cost and effort - which is why it chose to partner with RuffaloCODY for enrollment management services. According to Hartwick Vice President for Enrollment Larry Malone, the results have been impressive.

Historically, Hartwick put extensive effort through search and recruitment outreach to meet enrollment goals that resulted in a low return on investments. With an inflated inquiry pool that was difficult to manage and make accurate yield projections, Hartwick needed to become more data driven and strategic in their approach to recruitment with the support of RuffaloCODY. Since 2002, Hartwick's inquiry to applicant conversion increased by 4.5 % and applications increased 22.5%. In addition to meeting enrollment goals, Hartwick has successfully reduced the discount rate of the enrolling class, while growing enrollment. To date, working with RuffaloCODY has yielded an unprecedented accomplishment for Hartwick: meeting -- and even exceeding -- enrollment objectives in May for two years running, which has resulted in little to no movement on its waiting list.



"RuffaloCODY brings a really terrific product to the table and the people are delightful to work with," said Malone. "I've been extremely impressed with the professionalism and the task-oriented way they have of working with us. It has actually let us manage our search pool much more effectively. As a small institution, it's really imperative that we use our resources efficiently."

"RuffaloCODY provides a high-level service function that I consider to be part of my own organization," Malone continued. "It's like having my very own research arm, which would be impossible for us to duplicate it here given the scale involved."

Malone stresses that his department's relationship with RuffaloCODY is seamless. "We select the target number and we select the goals. RuffaloCODY has brought regularity to our process in meeting those goals," said Malone. "There's a certain comfort in knowing that we can make the right choices, offer admission to the right students, be selective, look for quality, and not worry about the volatility we used to experience before we partnered with RuffaloCODY."

"RuffaloCODY is very forward-thinking, and it offers information that you can use across your enrollment management operation," Malone said. "For example, we use the analysis that RuffaloCODY presents to us for examining student persistence and market trends when it comes to retention, and I've been very happy with that as well."

Oxford College of Emory University - Harnessing the Power of Enrollment Management



EMORY
OXFORD
COLLEGE

Oxford College uses RuffaloCODY's Enrollment Management Program to stay ahead of mushrooming student applications.

Oxford College is a small, living/learning community, located 38 miles east of Atlanta on the site of the original Emory campus founded by the Methodist Church in Oxford, Georgia. Students choose to attend Oxford because of its emphasis on teaching, personal interaction with professors, community setting, leadership opportunities, and relationship with Emory University. Most Oxford graduates continue to the Atlanta campus to complete their baccalaureate degrees at Emory College, the School of Nursing, or the Goizueta Business School.

Oxford's Senior Admissions Advisor, Kelley Adams, has seen dramatic results with the RuffaloCODY Enrollment Management Program the college uses to select, qualify and pinpoint its potential new students, primarily as part of a comprehensive electronic communications plan and an 'advisor phone campaign' targeted toward likely candidates. Oxford also relies on the Enrollment Management Program to keep information about its prospects fresh and accurate.

"RuffaloCODY provides a lot of good information about students. That makes it easier for us to target students without wasting resources or time." Adams said. The results at Oxford College are impressive, including:

- A record number of applications (2244) Up 20.7% from last year
- A record number of deposits (431) Up 10.7% from last year
- The largest expected enrollment ever at Oxford (700)

Adams is optimistic about even better things to come. "We're really excited about our numbers, and we expect to see more of the same," she said. "We have some really good goals for this coming year, so we're hoping to see another big increase in the number of applications."

There's more! [Read about Kettering University on page 11.](#)



AMERICA'S BEST Top Ranked National Universities Include Many RuffaloCODY MASTERS Clients

As ranked by U.S. News & World Report
2008 Edition "America's Best Colleges"

College and university rankings have become an annual sign that summer is wrapping up and that fall is upon us. And while we here at RuffaloCODY don't typically watch or wait for those rankings with the same sense of anticipation of college and university officials, we were truly delighted at the results of the Fall 2007 rankings.

Of most significance, 24 of U.S. News & World Report magazine's¹ top ranked national universities are RuffaloCODY MASTERS clients (full-time on-site phonathon management).

Through our relationships with these institutions, we've come to realize that they truly are some of the best colleges and universities in the country. It's rewarding for RuffaloCODY to work with these prestigious institutions (and many other outstanding schools) as we help them achieve their annual giving goals. And now, we congratulate these institutions on the national recognition they've received.

We look forward to our continued efforts with all of our MASTERS clients to help them increase awareness and pride amongst their alumni bases, build a case for support, and ensure that their annual giving programs are strong each year.

The MASTERS program for on-campus phonathon excellence is a total management option where our team focuses on the day-to-day phonathon operations, allowing your staff more time to develop crucial giving programs. MASTERS clients receive a number of benefits, including on-site management by RuffaloCODY staff, annual fund consultation, and ongoing data research to ensure a clean prospect base. The partnership that exists between RuffaloCODY and its 51 MASTERS clients allows those institutions to initiate new programs or activities (or enhance existing ones) that may have become dormant for some time.

We congratulate our partner institutions on their accomplishments and their recognition. We are privileged to be working with all of our MASTERS clients to assist with their annual fund efforts and to help in moving their institutional fundraising forward.

¹ U.S. News & World Report - 2008 Edition - "America's Best Colleges"

For additional information about our MASTERS Program for On-Campus Phonathon Excellence, contact Stan Campbell at 800.756.7483 or via e-mail at stan.campbell@ruffalocody.com.

U.S. News & World Report - 2008 Edition of America's Best Colleges

"Best National Universities" (top 117)
that are also RuffaloCODY MASTERS
clients (in order of ranking):

- Stanford University
- University of Pennsylvania
- Columbia University
- University of Chicago
- Washington University in St. Louis
- Johns Hopkins University
- Vanderbilt University
- University of Michigan - Ann Arbor
- Univ. of California - Los Angeles
- Tufts University
- Univ. of North Carolina - Chapel Hill
- New York University
- Boston College
- University of Rochester
- University of Texas - Austin
- Pepperdine University
- University of Georgia
- Southern Methodist University
- Indiana University - Bloomington
- University of Colorado
- Northeastern University
- University of Oklahoma
- Ohio University
- University of South Carolina - Columbia

"During our first two years...contributions increased dramatically..."

A Year of 'Firsts' for RuffaloCODY

Continued from page 1.

operations, allowing client staff more time to develop crucial giving programs. MASTERS clients receive a number of benefits, including on-site management by RuffaloCODY staff, annual fund consultation, and ongoing data research to ensure a clean prospect base. Universities choose the MASTERS Program for a variety of reasons, including: they desire a more long-term integrated approach to their annual fund programs, they realize the benefits of phone programs in addressing other important components of an effective development operation, and they are impressed with the results achieved on behalf of other MASTERS clients.

For a complete list of the 'Top 10 Reasons Why Universities Choose RuffaloCODY's MASTERS Program for their On-campus Phonathon Solution', visit the RuffaloCODY website and view the Spring/Summer 2007 issue of the Solutions Newsletter (www.ruffalocody.com/resources/aboutus/newsletter).

Through the Graduate Services Program, RuffaloCODY operates phonathon programs on-site for colleges and universities with 10,000 to 55,000 callable records. The program offers clients affordable CAMPUSCALL automation - allowing for greater efficiency and reporting, as well as RuffaloCODY-staffed program management expertise. Graduate Services clients experienced record results in 2006-07. Highlights include: a focus on upgrades and instant fulfillment translated into stronger dollar results, a boost in alumni participation and an emphasis on donor retention saw results at or above previous gift levels.

The Enrollment Management Total Telecounseling (T²) program is an on-campus management tool and is the latest innovation from RuffaloCODY. We provide our clients with a professionally managed call center utilizing their students. This solution provides clients with the powerful and personal outreach that telecounseling provides with results that cannot be obtained with internally run campaigns. T² includes: total project management, CAMPUSCALL telecounseling software, a RuffaloCODY professional call



center manager, daily and weekly campaign reporting, student hiring, training and management.

The overall success of on-campus phonathon programs are best summarized by the testimonials of our clients:

"During our first three years as a RuffaloCODY Graduate Services client, contributions increased dramatically, from just over \$262,000 to more than \$516,000. This year we realized an increase of 47% over last year. These steady uptrends clearly indicate the effectiveness of our partnership, and we anticipate even greater success in the future." - Kristi Columbus, Annual Fund Director - Cornell College

"Everyone on the RuffaloCODY team is very responsive to our needs and our work style. They understand our market positioning and skillfully tailored all communications to fit with it. In addition, they have been collaborative in helping to find solutions to any problems and challenges, providing very good counsel in a number of directions. I am very happy," said Robina Schepp -- Pace's Interim Vice President for Enrollment Management.

Graduate Services and Enrollment Management (T²) Programs include the following organizations:

- | | | |
|---|--|------------------------------------|
| Aquinas Collage (T ²) | Kettering University (T ²) | Winston-Salem State University |
| Baldwin-Wallace College (T ²) | Loras College | Knox College |
| Bryant University | Pace University | Lewis University |
| Case Western Reserve University (T ²) | St. Olaf College | Mount Mercy College |
| Centenary College | Tuskegee University | New Jersey Institute of Technology |
| Cornell College | UMASS, Dartmouth | University of Missouri - St. Louis |
| Kean University | William Paterson University | University of St. Thomas |

Representative Lands \$100,000 Pledge From Lapsed Donor During Calling Campaign



RuffaloCODY Representative Josh Thomas and Supervisor Barb Schettler

RuffaloCODY's Josh Thomas, a representative based in Cedar Rapids, Iowa, successfully landed a \$100,000 pledge from a lapsed donor while calling for the Virginia Commonwealth University Medicine campaign on September 4, 2007. Thomas, with the assistance of his Supervisor, Barb Schettler, skillfully marshaled the call and donation through to completion on an otherwise routine evening.

"He was very nice," said Thomas. "I had to ask him again, just to be sure ... 'you want that with a one and five zeroes, correct?'"

"Josh and Barb did an outstanding job of securing this pledge," said NPS Senior Operations Manager & Consultant Gina Ranklev. "It's another great example of the stellar work RuffaloCODY does for its clients."

RuffaloCODY Parent Programs Succeed for Greek Organizations

By Bruce Tiemann, Marketing Communications

The Greek marketplace presents its own special needs, challenges and opportunities - and by building upon its industry-leading programs for higher education, RuffaloCODY has demonstrated success in this unique niche of foundation philanthropy.

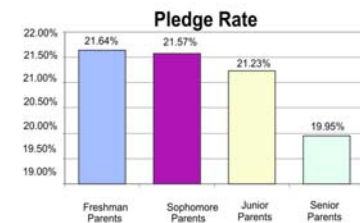
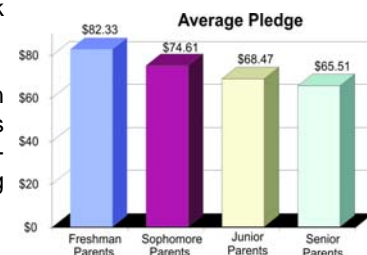
"RuffaloCODY's proven results, commitment to client satisfaction and quality programs combine to harness the power of parent involvement in our fundraising effort," said Deanna Long, vice president of RuffaloCODY Nonprofit Services. "Our Average Pledge, Pledge Rate and Percent of Gifts Over \$150 all demonstrate significant success in our work for Greek clients."

For example, results based on 67,558 prospect records including both donors and non-donors show clear trending patterns.

Pledge rates and average gift sizes tend to follow the same pattern based on class year. Parents of current freshman students have both the highest average gift size and the best pledge rates, followed in order by parents of sophomores, juniors, and seniors.

While pledge rates do not vary greatly from year to year, the average gift variant is more significant.

In programs offering incentives for higher gift amounts (usually \$150 or more), the percentage of gifts at that level increased by 6%.



For more information about RuffaloCODY's parent programs for Greek organizations, contact Deanna Long at (319) 362-7483 or at Deanna.long@ruffalocody.com.

MARK THE DATE

The 2008 Annual Greek Retreat on Annual Giving will be held March 11-12, in Memphis, TN. Visit our website for additional information.

MASTERS Programs for On-Campus Phonathon Excellence:

- Abilene Christian University
- Ball State University
- Boston College
- Bowling Green State University
- Butler University
- California State University - Fresno
- Columbia University
- Georgia State University
- Indiana University
- Indiana University of Pennsylvania
- Johns Hopkins University
- Lipscomb University
- Long Island University
- New York University
- Northeastern University
- Northern Illinois University
- Ohio University
- Pepperdine University
- Providence College
- San Francisco State University
- Southern Methodist University
- Stanford University
- Temple University
- The University of Chicago
- Tufts University
- University at Buffalo
- University of Arkansas
- University of California-Los Angeles
- University of Cincinnati
- University of Colorado
- University of Georgia
- University of Houston
- University of Idaho
- University of Massachusetts-Lowell
- University of Michigan
- University of Mississippi
- University of Missouri-Kansas City
- University of North Carolina-Chapel Hill
- University of North Carolina-Charlotte
- University of North Carolina-Wilmington
- University of Northern Iowa
- University of Oklahoma
- University of Rochester
- University of Texas-Austin
- University of Pennsylvania
- University of South Carolina
- University of Western Ontario
- Vanderbilt University
- Washington State University
- Washington University in St. Louis
- Wayne State University

University of Rochester Keeping the Annual Fund at the Forefront of Overall Giving



By Bruce Tiemann, Marketing Communications

The University of Rochester considers RuffaloCODY's MASTERS Program a key ingredient of its three-part giving strategy.

Since 1991, hundreds of nonprofit organizations have trusted RuffaloCODY to deliver proven and predictable results in reaching their fundraising, membership and enrollment management objectives through a wide array of products and service offerings, including on- and off-site phonathon campaigns, enrollment management, planned giving identification programs, consulting and software.

The University of Rochester, in Rochester, New York, is one such example.

Founded in 1850, The University of Rochester is one of the nation's leading private universities. With just over 4,500 undergraduates, Rochester is one of the smallest and most collegiate in character among the top research universities.

For the better part of a decade, the University of Rochester has entrusted RuffaloCODY to assist with its fundraising efforts. The University recently chose to build upon that pre-existing relationship by renewing its contract as a MASTERS Program client, with RuffaloCODY managing the University's on-site phonathon program using student callers on campus. Annual Funds Senior Director Gary Simpson has been very pleased with the results.

"RuffaloCODY is very responsive, very customer-oriented, and extremely professional in everything they do," Simpson said. "Having RuffaloCODY manage our program saves us the problems of finding a call center manager. It frees us up to get out on the road and see more people rather than worrying about our call center, and it's worked very well for us."



Simpson said he relies upon the efficiency, effectiveness, responsibility and cooperation of his RuffaloCODY MASTERS Program team to fulfill its key role in the University's annual fundraising strategy. "We really see our call center manager as part of our team. She works for RuffaloCODY, but she's definitely part of the phone and mail program here at the University of Rochester. She attends all of our staff meetings and participates in our program as if she were a U of R staff member," he said.

"I think more and more colleges are recognizing the value that the MASTERS Program adds. We recognized that some time ago, and that's why we've stayed with it. We're happy with RuffaloCODY and the job they do for us."

Software Users Group 2007 Conference Overview

By Bart Showalter, Software Division

The Capital of the United States proved an excellent location for our Annual User's Group meeting. Many attendees took advantage of the great location to spend a few extra days visiting museums, monuments, and the wealth of attractions that make up the greater Washington area.

The 2007 meeting included presentations from different types of CAMPUSCALL customers. Ranging from large programs to small, private to public, and featuring speakers from Canada and the U.S., this was one of the most diverse and informative programs ever. Speakers covered nearly every aspect of running a call center, training and motivating staff, providing timely information to executives and finding new ways for the call center to serve the larger needs of an institution. Excellent examples were also provided for improving pledge rates, credit card gifts, & participation. RuffaloCODY staff presented information about upcoming releases

of CAMPUSCALL, new tools for credit cards, data interfaces, implementation, customer support and much more. The 2007 User's Group also featured an afternoon of Round Table discussions which received excellent reviews.

Evaluations of the User's Group meeting included many very positive comments, including; "Great job, especially by young program managers", "This presentation spoke directly to the sort of development we are implementing in our fund", "Excellent - thought provoking - innovative", "Knew very much, handled questions and comments with ease and friendliness".

User's Group is also a chance for fun and socializing. This year featured a visit to the famous "International Spy Museum" followed by a reception at the Hard Rock Cafe.

More than 50 User's Group participants took advantage of an excellent value by also attending the Annual Advancement Academy hosted by John Taylor and Bob Burdenski. The Academy provided even greater learning and networking opportunities.

Next year's meeting will be in San Diego, July 27-29. Don't miss this chance to learn from and network with the best gathering of Phonathon and Annual Fund professionals in the world. I look forward to seeing you there!

IMAGES

2007 Users Group and Advancement Academy



"Excellent - thought provoking - innovative"



Join us
in San Diego!
July 27-31, 2008



Marriott San Diego
Hotel & Marina
333 West Harbor Drive

Annual Advancement Academy - 2007

Hosted by John Taylor
and Bob Burdenski

By Laura Ballard, Marketing

The Annual Advancement Academy held in Washington, D.C. proved to be a monumental event for the 178 attendees. With sessions beginning in the afternoon, followed by an evening welcome reception and concluding with a general session presented by the entire Advancement Academy Faculty - the conference held many opportunities for attendees to gain capital ideas for advancement.

The third Annual Advancement Academy hosted by John Taylor and Bob Burdenski was held over three days. Attendees enjoyed sessions on topics ranging from trends in advancement services to student philanthropy programs. Each day was complete with five tracks on advancement services, annual giving, constituent

"Exceptional conference - excellent speakers - well done!"

relations/stewardship, management and phonathon.

"Who knew that advancement services professionals and annual giving professionals could have so much fun together? Our third annual Academy was a gratifying one for me. We've gotten a little more sophisticated with each academy, and it's allowed us to really drill down into issues like alumni participation and Internet fundraising," explained Bob Burdenski. "I'm proud of the substance we pulled together this year - I'm sure we taught Washington a thing or two about taking action!"

Says Academy co-host and Advancement Solutions Principal John Taylor, "The 2007 Annual Advancement Academy was bigger and better than ever! With nearly 50% more attendees than the previous year - and many new faculty members with entirely new material - the experience was a memorable one. And it was made so in particular by the engaging discussions both in and out of the actual sessions. A remarkable success to be sure, and Bob and I look forward to a repeat performance next year!"

PHONATHON Web Seminar Series

By Jason Fisher, Advancement Solutions Consulting



Advancement Solutions' annual phonathon web seminar series is back for another fiscal year. Beginning in August and continuing until April, these comprehensive one-hour discussions cover all the major components of building a top-notch phone

program. Hosted by consultant Jason Fisher, the web seminars offer the opportunity for annual giving and phonathon staff to continue their education throughout the year as a supplement to the normal summer conference schedule.

Topics range from those found within the planning stages of a program, including caller recruiting and training, to administrative and management challenges within daily calling operations, such as

improving nondonor calling results and goal-oriented motivational activities for the callers. Each topic shares common challenges faced by managers, supervisors, and callers, and offers best practice examples in overcoming these obstacles to maximize productivity. Perhaps most importantly, the philosophy behind the solution is shared, not just the solution itself.

"Many programs are looking for the edge that will help them achieve their goal," Fisher explains. "Our focus with these web seminars is to deliver cost-effective solutions to common challenges that on-campus phone programs typically face during the course of their calling year. Instead of the participant traveling to a conference in the middle of a calling campaign to further their fundraising education, we bring the conference to them."

Participants are able to ask questions during the teleconference and interact with the presenter. The end result is an hour packed with ideas and solutions that can make a real difference at the end of a calling program.

For the complete listing of phonathon web seminars, please visit www.advancement-solutions.com.

