



## UC Irvine uses CallFire's voice broadcast to **increase event attendance by 1,000 alumni**

Homecoming is a time when alumni trek back to their old stomping grounds to revel in food, fun, and tradition. Last fall Michelle Williams, Associate Executive Director of Communications, Marketing & Membership at University of California of Irvine, was tasked with inviting alumni to attend UCI Homecoming festivities on campus. She knew she had to keep costs low and that printed materials would put her in the red. To brainstorm of a cost efficient alternative, Williams turned to a colleague who pointed her to CallFire's VP of Operations, TJ Thinakaran.



Thinakaran, in turn, recommended a voice broadcast solution as an efficient, cost-friendly, and environmentally friendly option. After receiving a demonstration, Williams decided to execute her Homecoming marketing campaign with CallFire's **Voice Broadcast** with roughly 40,000 alumni receiving a personalized invitation from UCI Assistant Vice Chancellor, Alumni Relations, Jorge Ancona.

### Client

**UCI Alumni Association**  
<http://www.alumni.uci.edu/>

### Challenges & Goals

- **Reach** 40,000 alumni invited to campus event
- **Customized** message for creative invitation
- **Reduced** budget to use

### Solution

Use CallFire's Interactive Voice Broadcast to invite thousands more versus utilizing direct mail

### Results

- **Successful** implementation of easy solution
- **Unique** message well received by UCI alumni
- **Recommended** service to other UCI departments

### Why CallFire?

"I've seen lots of different programs and CallFire was easy and comprehensive"

Several alumni responded positively to the Ancona's message and returned to UCI with family and friends. Williams was thrilled saying, "We partnered with CallFire to help grow attendance at our annual Homecoming festival and **were thrilled with our results – attendance was up nearly 1,000 participants.**"

Because of the positive experience, the Alumni Association has shared information about CallFire's service to other departments at UCI who may potentially send out a similar invitation. The cost-effective solution is a perfect fit for education and non-profit charities alike.

