



Introducing The New School of Thought On Effective Alumni Communications

Bull'sEye by Victory provides secure web-based technology solutions to help alumni associations and college administration professionals rapidly reach any target audience through automated and live messaging.

Bull'sEye is proprietary software that allows our clients to completely manage their own messaging broadcasts, with the added advantage of real-time reporting.

Here are a few of Bull'sEye's automated message solutions designed specifically for universities.

- **Fundraising:** Increase awareness of fundraising events, or use in conjunction with direct mail solicitations.
- **Event Turnout:** Confirm attendance for special events and instantly share information with attendees.
- **Membership Benefits:** Instantly provide information regarding member benefits, membership renewals, etc.
- **Ticket Sales:** Send messages regarding sporting and other event ticket purchases and give people the ability to instantly purchase over the phone.
- **Message Awareness/Message Testing:** Real-time statistics that tell you how long someone listened to your message, a useful tool in testing scripts or recordings to get the most effective message to the right audience.
- **Polling/Surveys:** Our suite of cost effective polling options allows our clients to better understand their audience, with results provided in real-time.

Bull'sEye abandons the traditional cookie-cutter approach to alumni correspondence, using personalized contact.

Imagine receiving a personalized message on your phone from the university president; or getting a message from a distinguished alumnus inviting you to a fundraiser; or even a call from the head football coach encouraging season ticket purchases.

Bull'sEye's personal approach lets you connect with the recipient-- and get results.

Corresponding with thousands of alumni by mail can be costly and difficult to measure effectiveness. For a fraction of the cost, Bull'sEye offers the ability to instantly communicate information and view the results. When used in conjunction with direct mail, our service will help you achieve up to a 70% increase in mail open rates.

Bull'sEye software is web-based, and it's simple to use. There are no system requirements or purchases needed. All you need is Internet access and a telephone!

Connect. Communicate. Capture responses.
Contact us today to learn how **Bull'sEye** is changing the future of alumni communications.

Victory Communications

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