

# CASE STUDY: WHEELOCK COLLEGE FY17 GIVING DAY

BCG Connect partners with each client to develop and execute customized annual fund marketing plans. The following case study illustrates the success of Wheelock College's Giving Day, a piece of their FY17 annual fund marketing plan.



## SITUATION

After a successful inaugural Giving Day in FY16, Wheelock College, a small, private institution, aggressively increased their FY17 Giving Day goal from 250 donors to 500 donors, in hopes of generating even more participation and social interactions.



## OPPORTUNITY

By creating a Giving Day, the intention was to generate excitement, engagement, participation and ultimately encourage the Wheelock community to come together on one day to give a gift that would advance their core values.



## BCG'S CREATIVE IDEAS AND GOAL

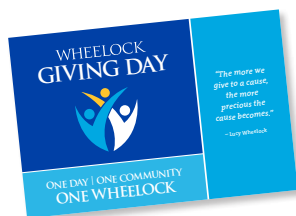
Develop, brand and execute a campaign to promote the Giving Day with the goal of collecting 500 gifts, which would produce an additional \$50,000 from a generous donor. If the goal was reached, a second major donor would step forward.

## BCG'S CAMPAIGN STEPS



### BRANDING

Design logo for use on all marketing components.



### DIRECT MAIL

Self-mailer and postcard varied depending on constituency.



### WEB GRAPHICS

Infographics used across multiple social media platforms.

## SUCCESSFUL RESULTS

**760 Gifts** TOTALING more than **\$200,000**

### PARTICIPATION INCREASES FROM GIVING DAY FY16:

44%

INCREASE IN Alumni Giving

809%

INCREASE IN Student Giving

100%

INCREASE IN Parent Giving

8%

INCREASE IN Faculty & Staff Giving

*"Wheelock Giving Day was a great success this year and BCG's involvement was invaluable. We received many positive responses to the direct mail pieces—they really stood out from past solicitations. Overall, the campaign surpassed all of our expectations. Thank you!"*

Steve Muzrall,  
Assistant Vice President for Development

## CONNECT WITH US:



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