

# CASE STUDY: NEW ENGLAND COLLEGE PARTICIPATION CHALLENGE, "NEC MADNESS"



**CONNECT**  
CREATIVE DIRECT MARKETING

BCG CONNECT partners with each client to develop and execute customized annual fund marketing plans. The following case study demonstrates the success of NEC's Participation Challenge, a piece of their FY17 annual fund marketing plan.



## SITUATION

In preparation for their FY17 annual fund, New England College (NEC) partnered with BCG CONNECT for their annual giving direct marketing—one of their initiatives was a March participation challenge that had a goal of 400 donors.



## OPPORTUNITY

Branded as NEC Madness, this challenge was intended to produce institution-wide enthusiasm, engagement, and participation by executing a campaign through multiple touch-points across different channels, encouraging the NEC community to give back to their Alma Mater.



## BCG'S CREATIVE IDEAS AND GOAL

Create, brand, and promote an annual giving challenge through different channels with NEC's goal of getting 400 alumni, faculty, and staff engaged with a gift to the annual fund.

## BCG'S CAMPAIGN STEPS



### BRANDING

Create NEC Madness logo and theme for use on all components.



### DIRECT MAIL

Design, print, and mail a self-mailer that varied depending on constituency.



### WEB GRAPHICS

Design social media and email graphics to remain consistent with campaign branding.

## SUCCESSFUL RESULTS

### NEW ENGLAND COLLEGE REACHED THEIR GOAL:

**400 Gifts**

TOTALING more than

**\$65,000**

*"BCG CONNECT worked with us from the brainstorming phase to the execution of the project. They connected us with another school who had done a similar campaign, designed a bracket logo and mailer that served as a solid foundation for our challenge, and created some great social media graphics that were flexible and useful throughout our two-week campaign. BCG CONNECT was helpful in both developing and designing the concept and content for our campaign. Looking forward to working with them on our FY18 projects!"*

Genevieve Andress, Director of Alumni Relations and Annual Giving

## CONNECT WITH US:



800-767-0067 X336



INFO@BCGCONNECT.COM



BCGCONNECT.COM