

CASE STUDY:

MCPHS UNIVERSITY LEADERSHIP GIVING PROGRAM

BCG CONNECT works with each client to help the organization connect with its donors. This case study demonstrates the success of MCPHS's Leadership Giving Campaign, an element of their FY18 annual fund marketing plan, that focused on connecting with leadership donors.



CONNECT



SITUATION

As part of its FY18 Annual Fund campaign, MCPHS University collaborated with BCG CONNECT to support annual giving direct marketing initiatives—one of the initiatives included connecting with leadership donors and communicating the significance of donor contributions to the organization.



OPPORTUNITY

MCPHS offers multiple annual giving societies that provide special recognition and benefits to donors at different levels of charitable giving. It was vital to explain to donors the benefits and recognition of each level and encourage contributions at leadership giving levels.



BCG'S CREATIVE IDEAS AND GOAL

Design, personalize, and produce a high-end, yet cost-effective brochure with relevant inserts that appeals to, and inspires action from, leadership donors and leadership donor prospects.

BCG'S CAMPAIGN STEPS



COLLABORATION

Collaborate with MCPHS to determine communication and aesthetic goals for the piece and related inserts that conform to campaign branding standards.



DESIGN

Design, print, and mail a brochure with related inserts that appeal to leadership donors and align with campaign branding.



SEGMENTATION

Personalize the reply card based on previous donor history to encourage a donation.

SUCCESSFUL RESULTS

24% RETURN
YIELDING NEARLY
\$58,000

**INCLUDING A MAJORITY OF GIFTS
AT A LEADERSHIP LEVEL**

"BCG provides a knowledgeable, fundraising-savvy, and most importantly highly responsive team of professionals with which to work throughout the course of planning, developing, and executing a project. From initial ideation of project concept to the development of print materials and their distribution to constituents, BCG has earned our trust as a worthy collaborator."

Lawrence Townley, MS

Executive Director of Development Operations, University Advancement

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