### SITUATION
Following the 2016 Hurricane Matthew that caused the largest humanitarian crisis in Haiti since 2010, St. Boniface Haiti Foundation sent out a Donor Impact Report to let donors know how impactful their gifts were and the continuing need for donations.

### OPPORTUNITY
Creatively thank donors to show the impact of Hurricane Matthew relief efforts and express to them that there are still many areas of immediate need.

### BCG’S CREATIVE IDEAS AND GOAL
Create infographics that show powerful statistics of Hurricane Matthew’s effect on Haiti and creatively incorporate influential photos and stories that catch the attention of donors in a segmented direct mail piece.

### BCG’S CAMPAIGN STEPS

<table>
<thead>
<tr>
<th>SBHF</th>
<th>ST BONIFACE HAITI FOUNDATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COLLABORATION</strong></td>
<td>Collaborate with St. Boniface Haiti Foundation to determine the goal of the special edition newsletter.</td>
</tr>
<tr>
<td><strong>DATA SEGMENTATION</strong></td>
<td>Segment data so direct mail is personalized depending on constituency.</td>
</tr>
<tr>
<td><strong>INFOGRAPHICS &amp; DIRECT MAIL</strong></td>
<td>Design, print, and mail a donor impact report that includes eye-catching infographics showing powerful statistics and immediate needs.</td>
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</table>

### SUCCESSFUL RESULTS

| **126 Gifts** | TOTALING more than $40,000 |

“Working with BCG CONNECT is always a pleasure—the team understood what we were going for with our Hurricane Relief Newsletter and executed it beautifully.”

Liz Schwartz, Marketing & Communications Manager

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**CONNECT WITH US:**

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