

# CASE STUDY: BUCKINGHAM BROWNE & NICHOLS ANNUAL PLAN

BB&N partnered with BCG CONNECT for their FY17 annual fund marketing campaign. This case study is a sample of what was designed and sent out to ensure they were consistently reaching their constituents.



**SEPTEMBER**  
Fall Appeal



**OCTOBER**  
Day of Giving Save the Date



**NOVEMBER**  
Day of Giving Email Graphics



**DECEMBER**  
CYE Self-Mailer



**JANUARY**  
Acknowledgement Card



**FEBRUARY**  
Challenge Self-Mailer



**MARCH**  
Challenge Email Graphics



**APRIL**  
Spring Appeal Self-Mailer



**MAY**  
Reunion Email Graphics



**JUNE**  
FYE Email Graphics



**JULY**  
Thank You Email Graphics



**AUGUST**  
Calendar Postcard

*"I honestly feel that BCG CONNECT has become another member of our team, rather than a company that we partner with. Our Account Manager was extremely responsive by email/phone, he wasn't afraid to make suggestions where he thought we would improve and/or strengthen our marketing materials, and he was very helpful in keeping us on track to stay within our marketing timeline. Reflecting back on FY17, BCG CONNECT helped us create a fully integrated marketing look throughout our appeals and stewardship pieces. It has been a wonderful partnership."* – Audrey Wallace, Associate Director of The BB&N Fund

## CONNECT WITH US:



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## BCG'S CAMPAIGN STEPS



### COLLABORATION

Collaborate with BB&N to determine the theme, goals, and timeline for the annual fund marketing collateral.



### DIRECT MAIL

Design, print, and mail pieces throughout the year that varied depending on constituency.



### WEB GRAPHICS

Develop social media and email graphics to remain consistent with campaign branding throughout the year.

## SUCCESSFUL RESULTS

### DAY OF GIVING:

**322 Gifts**  
TOTALING  
**\$764,035**

WITH

**50 NEW DONORS**

### FISCAL YEAR END:

**1,837 Gifts**  
RAISING  
**\$3,411,379**

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