

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

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