

CASE STUDY: ST. BONIFACE HAITI FOUNDATION



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 needs.



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



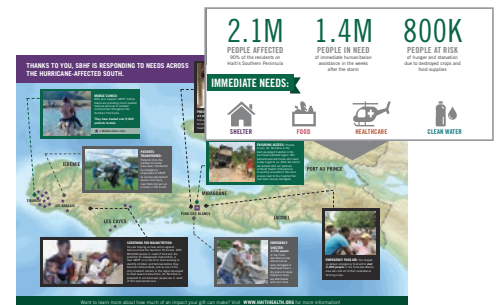
COLLABORATION

Collaborate with St. Boniface Haiti Foundation to determine the goal of the special edition newsletter.



DATA SEGMENTATION

Segment data so direct mail is personalized depending on constituency.



INFOGRAPHICS & DIRECT MAIL

Design, print, and mail a donor impact report that includes eye-catching infographics showing powerful statistics and immediate needs.

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

CONNECT WITH US:



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