

# 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

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