

A CASE STUDY: REGIS COLLEGE

LAGENUS CHALLENGE

THE LANGENUS CHALLENGE

INTRODUCTION:

BCG partnered with Regis on this challenge to create a fall appeal to feed into the overall goal to reach 600 donors by December 31.

A highly segmented approach was used to create a targeted piece with variable language and imagery, specific to the different groups of alumni, parents and friends. Additionally, BCG designed the Regis Tower graphic to be integrated into their website.

OPPORTUNITY:

Peter and Eileen Langenus, a loyal “Regis couple,” pledged to give \$25,000 to the Regis Fund if 600 alumni and friends donated before the end of the calendar year.

GOAL:

- Reach 600 donors in time to be awarded the \$25,000 donation.
- Boost alumni participation early in the fiscal year.
- Reactivate lapsed donors.

FIGURE 1



THE LANGENUS CHALLENGE

Eileen and Peter Langenus love Regis College.

Eileen is an alumna from the class of 1978 and a member of the Alumni Board of Directors. Peter serves as a Regis Trustee. This “Regis couple” is challenging alumni and friends to make a difference!

HERE’S HOW THE LANGENUS CHALLENGE WORKS...

- ➔ Make your gift to the Regis Fund before the end of the calendar year, and encourage your classmates and Regis friends to do the same.
- ➔ When Regis reaches 600 donors before December 31, Eileen and Peter will give **\$25,000** to the Regis Fund.
- ➔ Your gift prior to December 31 will not only be part of the challenge, it will also count toward your Reunion class gift!

THE LANGENUS CHALLENGE WILL...

- ➔ Provide funding for scholarships, study and volunteer abroad opportunities, student clubs, financial aid, and so much more.
- ➔ Boost our alumni participation rate, which not only can impact the College’s national ranking, but also creates opportunities for Regis to obtain grants and other funding from corporations and foundations.

COUNT ME IN!

I would like to give in honor of my Reunion:

☐ \$350 ☐ \$400 ☐ \$450 ☐ \$_____

PLEASE DESIGNATE MY GIFT TO:

☐ Where it’s needed most

☐ Sister Jeanne d’Arc O’Hare

☐ Sister Therese Higgins Siste

☐ Alumni Scholarship

For more information about the challenge, please visit www.registowerwalk.net/regis

PAYMENT:

☐ Check enclosed, payable to

☐ VISA ☐ MASTERCARD

Card number

Name on card

Signature

PLEASE CHARGE MY CARD

☐ One time ☐ Semi-annual

My gift will be matched by _____

For more information, please visit www.registowerwalk.net/regis

I wish my gift to be: ☐ anonymous

Name



THE LANGENUS CHALLENGE

Eileen and Peter Langenus love Regis College.

Eileen is an alumna from the class of 1978 and a member of the Alumni Board of Directors. Peter serves as a Regis Trustee. This “Regis couple” is challenging alumni and friends to make a difference!

Think your gift to the Regis Fund won’t make a difference? Think again.

Eileen and Peter Langenus know the importance of participation, and they’re challenging you to embrace the opportunity to help your alma mater move forward in a time of incredible growth.

HERE’S HOW THE LANGENUS CHALLENGE WORKS...

- ➔ Make your gift to the Regis Fund before the end of the calendar year, and encourage your classmates and Regis friends to do the same. For this challenge, it’s just the number of donors that matters.
- ➔ When we reach 600 donors before December 31, Eileen and Peter will give **\$25,000** to the Regis Fund.
- ➔ Think about it: if 600 donors give \$20 each, that’s \$12,000 plus the challenge gift of \$25,000. \$37,000 to support Regis students is pretty fantastic!

THE LANGENUS CHALLENGE WILL...

- ➔ Provide funding for scholarships, study and volunteer abroad opportunities, student clubs, financial aid, and so much more.
- ➔ Boost our alumni participation rate, which not only can impact the College’s national ranking, but also creates opportunities for Regis to obtain grants and other funding from corporations and foundations.

COUNT ME IN!

I accept the challenge and would like to give:

☐ \$10 ☐ \$20 ☐ \$50 ☐ \$_____

PLEASE DESIGNATE MY GIFT TO:

☐ Where it’s needed most

☐ Sister Jeanne d’Arc O’Hare

☐ Sister Therese Higgins Siste

☐ Alumni Scholarship

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My gift will be matched by _____

For more information, please visit www.registowerwalk.net/regis

I wish my gift to be: ☐ anonymous

Name

HAVE YOU EVER THOUGHT...

“I gave so much money to Regis as a student... I can’t give any more.”

“I have other non-profits and charities I want to give to. Regis doesn’t need my money as much as they do.”

“I can only afford \$10 or \$20, so that won’t make any difference.”



Graduating from college is an exciting and wonderful accomplishment. But if you’re like the majority of other recent graduates out there, you have student loans to pay off for years to come.

WE GET IT!

That’s why we want you to know that when it comes to giving back to the Regis Fund, it’s all about participation. Just like the Student Giving Program, all you need is 5 bucks to make a difference.

That’s right! 5 bucks.
That’s like one coffee from Starbucks®.

This is even more challenging than the Regis Tower Challenge!



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Think your 5 bucks to the Regis Fund won’t make a difference? Think again.

HERE’S HOW THE LANGENUS CHALLENGE WORKS...

- ➔ When we reach 600 donors before December 31, Eileen and Peter will give **\$25,000** to the Regis Fund. That’s right, **\$25,000!**
- ➔ Make your gift to the Regis Fund before the end of the calendar year, and encourage your classmates and Regis friends to do the same. For this challenge, it’s just the number of donors that matters, not the amount of the gift.

THE LANGENUS CHALLENGE WILL...

- ➔ Make your Regis degree stronger. When alumni give, our rankings go up. When rankings go up, Regis becomes more prestigious. When Regis becomes more prestigious, your resume is stronger. When your resume is stronger, you get a better job!
- ➔ Provide funding for scholarships, study and volunteer abroad opportunities, student clubs, financial aid, and so much more. Alumni and friends did this for you when you were a student. Just 5 bucks can help do it for the next generation.

COUNT ME IN!

I accept the challenge and would like to give:

☐ \$5 ☐ \$10 ☐ \$20 ☐ \$14 ☐ \$_____

PLEASE DESIGNATE MY GIFT TO:

☐ Where it’s needed most

☐ Sister Jeanne d’Arc O’Hare

☐ Sister Therese Higgins Siste

☐ Alumni Scholarship

For more information about the challenge, please visit www.registowerwalk.net/regis

PAYMENT:

☐ Check enclosed, payable to

☐ VISA ☐ MASTERCARD

Card number

Name on card

Signature

PLEASE CHARGE MY CARD

☐ One time ☐ Semi-annual

My gift will be matched by _____

For more information, please visit www.registowerwalk.net/regis

I wish my gift to be: ☐ anonymous

Name



RECENT GRADUATE SEGMENT



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FIGURE 2



THE REGIS TOWER GRAPHIC WAS USED THROUGH THE COURSE OF THE CAMPAIGN TO SHOW THEIR PROGRESS TOWARD THE DONOR GOAL.

PLAN OF ACTION

(Nov 1st – December 30th):

- 1. DIRECT MAIL:** The Fall Appeal focused entirely on the Lagenus Challenge as an incentive to give now. The constituency was split into four segments:
 - lybunts and sybunts
 - young alumni
 - nondonors
 - recent graduatesWithin each segment there was variable language and data, including a targeted ask array.
(See Fig. 1, page 1)
- 2. EMAIL:** A series of email blasts were sent.
- 3. SOCIAL MEDIA:** Class-specific Facebook pages were created to promote the challenge.
- 4. PHONE-A-THON**
- 5. POSTCARD:** A reminder was mailed mid-way through the challenge.
- 6. ALUMNI AMBASSADORS:** Class officers sent out personal letters to classmates.
- 7. WEBPAGE:** A challenge-specific page on the Regis giving site was created to track and share campaign progress each week
(See Fig. 2, left). The graphic was designed to mimic the “Regis tower,” an iconic landmark on campus.

RESULTS:

- The goal of 600 gifts was surpassed with a total of 799 gifts.
- 5.7% new donors gave.
- 76% of donors increased their gift amount.
- 90% of donations came from Alumni.
(See Fig. 3, left)

LEARNINGS:

- Participation-based challenges show the Alumni community that their peers are giving back.
- Giving days and challenges are great ways to increase participation quickly.
- Include high-end donors.
- Shorter timeline would give a greater sense of urgency.

FIGURE 3

