



CASE STUDY:

BUCKINGHAM BROWNE & NICHOLS DAY OF GIVING APPEAL

CLIENT PROFILE:

Buckingham Browne & Nichols is an independent day school in Cambridge, MA that engages students in grades pre-K through 12 in a rich and invigorating educational experience of the highest quality. The school excels at helping students discover their unique talents and passions and develop them to the fullest.

WHAT INDUSTRY ARE THEY IN?

Education

WHAT CHALLENGES DID BUCKINGHAM BROWNE & NICHOLS HAVE?

BB&N had been working closely with BCG on several other projects, however they were under a time crunch to get their Annual Giving Day out to their donors with something unique and that they had not done before. Wanting something that spoke to "In Honor of Gifts" BB&N reached out to their dedicated Account Manager at BCG.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

Providing two suggestions the Account Manager at BCG presented the superhero theme, and they fell in love with the idea of honoring their 336 faculty and staff with a little fun. BCG developed the creative design, printed, and mailed the appeal all within BB&N's timeline. They also used some of the creative elements on their website! BB&N surpassed their goal by 26%, and increased dollars raised to over \$26,000 for the one-day event.

[You can view this appeal here.](#)

CONNECT WITH US!

To see how we can help you achieve your fundraising goals please connect with us.

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