

CASE STUDY | MILLS COLLEGE

How a college in California streamlined their class agent appeals with variable data



25
class agents

13,000
pieces

8
versions



Overview

Mills College, a small liberal arts college in Oakland, California, needed a more productive way to send class agent appeals. Each class agent was writing their own letter with their individual signature. As a result, the Mills Annual Fund department was creating and printing a total of 25 different letters, each with individual copy, imagery and mailing list. This effort proved time consuming and valuable internal resources were used to complete such an undertaking. Mills College needed a more streamlined approach that would use their data, and segment accordingly. They also needed someone to oversee the large project, print and mail.



BCG Connect's Solution

Using our variable data and segmentation experience, the BCG Connect team created one templated letter with varied images, content, and class agent signature all in one letter. Each letter was written to be relatable to each class with class specific content and imagery. Our team made it easier to organize, produce and speak directly to the needs and interests of each class without having to create a unique letter for each. The BCG team facilitated the entire project utilizing the segmented data from Mills College.