



CASE STUDY:

DOMINICAN UNIVERSITY OF CALIFORNIA

DECADES
APPEAL

CLIENT PROFILE:

Dominican University of California is an independent institution offering more than 60 majors, minors, and concentrations. Located in the San Francisco Bay Area, in Marin County, California, they have earned the reputation for excellence in academics, research, outreach and community involvement.

WHAT INDUSTRY ARE THEY IN?

Higher Education

WHAT CHALLENGES DID DOMINICAN HAVE?

BCG was tasked with creative that should evoke nostalgia and remind alumni of good feelings about Dominican. They wanted to increase their current open rate, increase overall giving and gift amounts, collaborate with the Alumni Relations to identify signers that would resonate with donors, and include all segments within one mailing.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG helped design, print, and mail the appeal to all segments with one mailing. Dominican increased dollars raised by 39%, the number of donors by 8%, and achieved a 4.78% open rate when utilizing decade specific photos on the outer envelope.

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

CONNECT WITH US!

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

bcgconnect.com

info@bcgconnect.com

(978) 905-3876