



CASE STUDY:

MILLS COLLEGE CLASS AGENT APPEAL

CLIENT PROFILE:

Mills College is a liberal arts college in Oakland, California. Mills offers undergraduate programs for women and gender non-binary students as well as graduate programs for all genders. **Their mission** is to empower their students to make a statement and amplify their voices.

WHAT INDUSTRY ARE THEY IN?

Higher Education

WHAT CHALLENGE DID MILLS COLLEGE HAVE?

Mills College wanted to develop a class agent appeal that was inviting, informative, and highly targeted. Each letter had a constituent's name and their specific class agent's name and signature in the closing. Additionally, BCG was able to use different images for each class year. Someone who graduated from the Class of '68 received a different image than someone who graduated in '92.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG monitored all the list and data management in this appeal. In addition to printing, fulfilling, and designing this piece, BCG took meticulous efforts to ensure the custom elements were the most effective.

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

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