



## CASE STUDY:

# HENDRIX COLLEGE FALL LEADERSHIP APPEAL

### CLIENT PROFILE:

Hendrix College is a liberal arts college in Conway, Arkansas. **Their mission** is to cultivate empathy, creativity, self-understanding, rigorous inquiry, informed deliberation, and active learning across the liberal arts, toward the development of the whole person.

### WHAT INDUSTRY ARE THEY IN?

Higher Education

### WHAT CHALLENGES DID HENDRIX HAVE?

Hendrix College wanted to work with a flexible, project management-oriented partner who also understands the education fundraising space. Their fall appeal is one of their highest performing programs every year, and it was important to them to get the message in this simple but effective letter right.

### HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG was able to create this yearly appeal from inception to distribution. Leadership gifts for Hendrix support over 80% of their annual fund, and this appeal is no small part of that effort. BCG works with Hendrix every year on this appeal to develop an effective piece and recommend any new ideas.

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

### CONNECT WITH US!

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

[bcgconnect.com](https://bcgconnect.com)

[info@bcgconnect.com](mailto:info@bcgconnect.com)

(978) 905-3876