



CASE STUDY:

MAYFIELD JR. SCHOOL ANNUAL REPORT

CLIENT PROFILE:

Mayfield Junior School of the Holy Child Jesus is a Catholic, independent, day school for boys and girls, grades K through 8, in Pasadena, California. **Their mission** is to commit to the religious and educational development of each child and maintaining a sense of community and family spirit that welcomes people of diverse backgrounds.

WHAT INDUSTRY ARE THEY IN?

Education

WHAT CHALLENGES DID MAYFIELD JUNIOR SCHOOL HAVE?

Mayfield Junior School was looking for a partner that understands the education fundraising space and could help them with multiple projects throughout the year. Working with an organization that could meet their need for flexibility, project management expertise and still meet tight deadlines was of utmost importance.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

In addition to their annual report, BCG helped Mayfield Junior School with three additional appeals and a stewardship/loyalty mailing.

Director of Advancement Anna E. Longstaff provided this feedback: "The response we've had from the proof has been terrific. It's really nice to know that we can always count on getting well thought out, well designed, and well-executed direct mail pieces from BCG. And you work with us with the utmost flexibility. I really can't imagine managing our annual direct mail without the partnership of your team."

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

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