



CASE STUDY:

MIDDLESEX COVID APPEAL

CLIENT PROFILE:

Middlesex is an independent secondary school for boarding and day students in grades 9-12 just outside of Boston, Massachusetts. **Their mission** is to create an environment full of opportunity, challenge, and friendship.

WHAT INDUSTRY ARE THEY IN?

Education

WHAT CHALLENGES DID MIDDLESEX HAVE?

Middlesex wanted their Spring appeal to emphasize their appreciation to alumni, parents, and friends for their continued support. They also wanted to express gratitude for all of those working on the front lines during COVID-19.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

In addition to designing, printing, and mailing this appeal, BCG worked with Middlesex to clarify their message and clearly express their multiple giving options. BCG also helped establish the sometimes daunting task of asking for donations during sensitive times.

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

CONNECT WITH US!

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

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Every Gift Matters,
Every Year