



CASE STUDY:

YORK COLLEGE OF PA CAMPAIGN APPEAL

CLIENT PROFILE:

York College of Pennsylvania is a private college in Spring Garden Township, Pennsylvania. It offers more than 50 baccalaureate majors in professional programs, the sciences, and humanities to 4,400 full-time undergraduate students. **Their mission** is to prepare its graduates for productive and purposeful lives.

WHAT INDUSTRY ARE THEY IN?

Higher Education

WHAT CHALLENGES DID YORK COLLEGE HAVE?

York College of Pennsylvania wanted a direct mail piece that would help spread awareness for their new "Evolve" campaign. In addition to being beautifully designed, it was very important that this concept resonated with donors without any important information getting lost in the shuffle.

HOW DID BCG CONNECT HELP THEM ACHIEVE THEIR GOALS?

BCG helped design, print, and mail the appeal. There were several meticulous data management elements to this project that BCG was able to oversee and optimize. The result was a successfully executed campaign that helped them reach a 29% return on investment, they had a total of 496 total donors, 42 first time ever donors, 322 renewed donors and 123 reclaimed donors.

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

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

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