



## CASE STUDY:

# YORK COLLEGE OF PA FALL 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 our client reach their goals.

[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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