

CLIENT: BRIDGEWATER STATE UNIVERSITY

PROJECT: SPRING APPEAL MAILING

CASE STUDY



CHALLENGE

Like many colleges, Bridgewater State University (BSU) relies on philanthropic support to ensure financial stability and long-term growth. With a decline in alumni participation and donor retention, along with flatlined individual giving, BSU was looking for a way to increase their average gift per donor, boost their participation rates, grow their donor base, and recapture lapsed donors.

SOLUTION

Bridgewater State University engaged CFS to execute an A/B test for their Spring Alumni Scholarship Appeal. They sent their existing mailers to half of their Alumni, and allowed CFS to apply our Direct to One expertise and test a second version to the other half of their Alumni base.

The CFS Direct to One team applied highly personalized messaging based on the recipients' history with the University. Specific variables included salutations and core messaging based on past interactions with BSU (alumni, past donor, etc.), and references to previous donation amounts. Additionally, the mailing envelope featured compelling imagery and call-out messaging to entice recipients to engage with the direct mail piece.

RESULTS

The CFS mailer yielded an average gift of \$132.40, while the BSU control group yielded an average gift of \$45.30 per donor. The gross revenue raised by the CFS version was **4x** the control group, and average gift per donor was **3x** that of the control group. Long-lapsed donors (>2 years since their last gift), yielded an average gift of \$117.71 which was **double** the control groups' long-lapsed average gift of \$64.17.

By applying data driven, highly personalized messaging, CFS was able to engage BSU alumni and exceed the client's fundraising expectations, making this BSU's most successful appeal to date.

"CFS is a key strategic partner that has helped BSU exceed our fundraising goals. Knowing that I can rely on CFS to mine our data, and manage our entire direct mail program from strategy to execution, has allowed me to focus on other critical tasks." -Director of Development

