

A 4X Increase in Income and 2-3X More Donors Through Direct Mail

A Rescigno's & Lyric Opera of Chicago Case Study



Lyric Opera of Chicago

Founded in 1954, Lyric Opera of Chicago is a cornerstone of Chicago's rich cultural landscape, renowned not only for its breathtaking performances but also for its commitment to arts education, community engagement, and exploring what the art form can be in the 21st century. With a high-profile presence and multiple fundraising priorities, Lyric relies on consistent donor support to sustain its productions, programs, and community impact.

The Challenge

Before partnering with Rescigno's, Lyric Opera faced the challenge of maintaining steady donor engagement through direct mail while juggling numerous organizational priorities. Their annual giving program needed greater structure, reliability, and long-term strategy to ensure predictable income and consistent donor touchpoints throughout the year.

The Rescigno's Solution

Since 2017, Rescigno's has worked as an extension of Lyric Opera's development team, bringing structure, creativity, and predictability to their annual giving program. The collaboration included:

- Monthly membership renewal notices
- Quarterly appeals designed to build momentum
- Impact reports connecting donors to the outcomes of their gifts
- Special initiatives such as the "Name a Seat" campaign for capital improvements

By providing consistent planning, execution, and messaging, Rescigno's helped Lyric create a reliable system that sustains fundraising efforts year after year.

The Rescigno's Difference

The results of this partnership have been both measurable and transformational:

- **2-3 times more gifts** received through direct mail
- **Nearly quadrupled income** from those gifts
- **A streamlined, sustainable system** that Lyric can confidently rely on

Beyond numbers, Rescigno's has become a trusted partner—responsive, proactive, and invested in Lyric's long-term success.

"Rescigno's consistent and dependable services have been a game-changer for our direct mail program. Their reliability has allowed us to plan with confidence, hit our deadlines, and ultimately improve results."

— Scott Podraza,
Senior Director of Development at
Lyric Opera of Chicago

www.Rescignos.com

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