

# A 104% Increase and Growing

A Rescigno's & Lake Land College Case Study



## The Lake Land College Foundation

Founded in 1988, the Lake Land College Foundation encourages private support that enhances the student learning experience at Lake Land College in Mattoon, Illinois.

### The Challenge

Prior to using Rescigno's, the Lake Land College Foundation had concerns about data accuracy and the ability to maximize data usage for long-term development success.

Additionally, with only one direct mail solicitation per year, there was no true annual fund program.

The staff began to worry that retention would soon become more and more of a challenge and that the Foundation would eventually begin to shrink. After brief and ill-fated attempts at internal solutions, the Lake Land College Foundation team began to look for outside help. That's when they found Rescigno's.

### The Rescigno's Difference

The Foundation has seen an increase of 104% in their alumni direct mail program and a 100% increase in their employee giving campaign.

Rescigno's helped the Foundation grow their annual campaign income total from \$73,410 in 2015-2016 to \$149,802 in 2016-2017. Best of all, Jacqueline Joines, the Executive Director for College Advancement and the Foundation CEO, says,

*"The Foundation now has the framework in place to be successful long-term as it begins to create a strong major gift program."*

"As Executive Director," writes Joines, "I don't have to take my time to train staff and help them develop messaging. The plan Rescigno's has developed and their regular contact with my staff has made it much easier on me."

### The Rescigno Way

Dave Cox, the Director of Alumni Relations and Annual Giving, and Joines listed Rescigno's personal service, genuine interest in success, and strong experience in the annual fund as the items that drew them to the Rescigno's team. "The customer service and personal touch have been a game changer," they added. "Their willingness to work within our budget to achieve our objectives have been great."

*"Ron and Sue were all about getting to know us and our needs."*

The first phase of the project was to append the Foundation's data for accuracy and to add employment, email, and wealth data. Next, an annual fund plan was laid out. Complete with multiple solicitations, the plan would complement a communications plan that the College already had in place. Within two months, all systems were a-go to begin the annual fund program.