

## Pope Francis Center

Located in Detroit, Michigan, Pope Francis Center offers its guests a safe place to take respite from life on the streets. Dedicated to helping its guests unlock their potential so they can realize a brighter future, Pope Francis Center provides meals, access to hot showers and grooming services, laundry facilities and housing assistance. Guest also receive free medical, dental and legal support services through rotating clinics, among other services. The Pope Francis Center serves anyone who seeks support and is a beacon of help and hope, where all who come through its doors are treated with dignity.

## Increases of 151% in Gifts and 128% in Dollars



### The Challenge

Pope Francis Center was seeking a partner who could assist them in building a stronger direct mail program for their donor renewals, along with a strategic and targeted donor acquisition program. The desired outcome for the center was to increase the number of donors and number of dollars raised for the organization by streamlining processes and creating consistent and donor-centered communications.

### The Rescigno's Solution

As with any direct mail program, the first place we started was with the data. Rescigno's began by performing a wealth screening on the Pope Francis Center's current database. With that acquired information, we put together a donor profile that we used as a model for acquisition. Using demographics such as age, wealth level, religious affiliation, political affiliation, and interest in philanthropic giving, we purchased four acquisition lists totaling approximately 16,000 records. Combining the Pope Francis Center's internal list with the purchased lists, we created a direct mail calendar that consisted of appeals, engagement and stewardship pieces, and new donor welcome kits.

***Our goal was to help them create a "habit of giving" with their donors and increase retention and loyalty by sharing regular impact reporting.***

### The Rescigno's Difference

By the end of the first year, Pope Francis Center had **26 gifts of \$1,000 or more; 72 new donors** and **33 donors making an additional gift**. In year two, **this number increased to 83 gifts of \$1,000 or more; 75 new donors** and **300 recent donors making an additional gift**. The purchased list resulted in **154 new gifts**, raising a **total of \$19,400**. This was a **151% increase in number of gifts** and a **128% increase in dollars**.

By identifying potential donors most likely to support the center, and increasing their donor giving, Rescigno's was able to increase donors and funds raised. Building a consistent direct mail and donor communication program with Pope Francis Center has allowed them to acquire, engage, and sustain a loyal base of supporters.

***"We knew we needed a strong direct mail program in order to grow our donor base and strengthen relationships with our current donors. Rescigno's has been the perfect partner to help us achieve our goals. They have taken the time to learn and understand our mission, messaging, and the individuals we serve to make sure that all of our donor communications align and represent the organization well. The data analysis they have provided has helped us to make more informed decisions which has led to further growth."***

Father Tim McCabe, S.J.  
Executive Director and President, Pope Francis Center