

A 30% Increase in Donations

A Rescigno's & Catholic Education Foundation Case Study



Catholic Education Foundation

Founded in 1996, the Catholic Education Foundation provides scholarships based on financial need to any and all elementary and secondary students who want a Catholic education in the schools of the Diocese of Joliet, IL.

The Challenge

When the Executive Director, Joe Langenderfer, came on board in 2012 he inherited an overwhelmed, part-time staffed organization whose marketing, communications and promotion efforts had fallen by the wayside. Collateral materials needed to be updated and re-tooled to achieve consistency in design and messaging across all channels. The database, while massive, was in disarray as well. It became apparent that Joe badly needed a team of professionals who could jump in and serve as an extension of his development office.

The Rescigno Way

Sue, Ron, and the entire Rescigno's team proved to be more than up to the task of filling that void. They worked on everything from financial overviews and wealth analytics to direct mail, data analysis and segmentation.

Joe observed,

"Sue convinced me to cut back on the quantity of direct mail pieces to be sent out, and yet we saw a tremendous increase in donations."

The graphic design team created direct mail pieces that were visually compelling, while the data specialists provided support and kept Joe apprised of timelines and due dates. Donations went from \$250,000 in 2012 to \$370,000 in 2015, a 32% increase in three years.

The Rescigno's Difference

Aside from delivering results that are measurable, Joe and the team at the Catholic Education Foundation have a deep appreciation for the intangible but no less important aspects of what it's like to work with Sue and the rest of the Rescigno's team. Some of the things they noted include:

- Rescigno's high degree of accessibility and trustworthiness
- Rescigno's willingness to go above and beyond to make sure that deadlines are met
- Sue and Ron's natural abilities as teachers who routinely share 'best practices' with the group

"My heart goes out to Sue and Ron. These are good people with a great product. I'll swear to the moon about it!"

REscigno's

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