

# 3X the National Average Response Rate and A First-Time Gift of \$5,000

## A Rescigno's & Treasure Coast Community Health Case Study



### Treasure Coast Community Health

TCCH provides accessible, cost effective, high quality, comprehensive health care to all persons, regardless of their socio-economic circumstances. They strive to be valued leaders in primary health care, improving the quality of life in IRC through exceptional primary care, education and community collaboration efforts.

### The Challenge

Before Treasure Coast Community Health (TCCH) began working with Rescigno's, they faced a common challenge for fast-growing nonprofits: **no established annual fund infrastructure** and a donor base still in its infancy.

*"I was hired to create an annual fund program, but I quickly realized I needed to focus on raising capital funds for a major expansion campaign. My time and resources were diverted."*

Lauretta Farrell, D. Litt, Chief Development Officer at TCCH

With a small development department, TCCH needed outside support to build a sustainable annual fund from the ground up.

### The Rescigno's Solution

With a recommendation from the CEO of the Indian River Community Foundation (also a Rescigno's client), TCCH turned to Rescigno's for guidance. Together, they launched a **strategic, long-term approach** to fundraising, including:

- Building a **direct mail and communication plan**
- Analyzing **wealth indicators on hundreds of records**
- Acquiring a **list of 3,000 donor prospects** to expand reach
- Crafting, printing, and mailing **appeals, emails, welcome kits, and impact postcards**
- Developing a **custom reporting system** to track results

"The team at Rescigno's makes this so easy. They provide a clear, detailed plan with specific deadlines and deliveries. I really appreciate the data analysis they do, which helps us make smart decisions about investing resources."

### The Rescigno's Difference

Rescigno's provided **hands-on support and expertise** to help TCCH build a donor-centered, data-informed annual fund strategy:

- Introduced TCCH's mission to prospective donors **before the first appeal**
- Created processes for **data collection, analysis, and reporting**
- Delivered a **complete, integrated fundraising program** that included design, copywriting, mailing, and tracking

*"Prior to working with Rescigno's, we didn't have any real processes, and there was no collection or analysis of data. Rescigno's helped us establish an annual fund program at a fraction of the time and cost it would have taken to create one on our own. We could not be doing this without them."*

TCCH's first-ever annual fund appeal achieved remarkable results:

- **\$42,000 raised**
- **27% response rate** from current/LYBUNT donors—3x the national average
- **9.5% response rate** from lapsed donors—3–5x the national average
- **15 new donors** from the acquisition list, including a **\$5,000 gift**

Today, TCCH has a **functioning, data-informed, donor-centered annual fund strategy** that serves as a strong platform for future major gifts, planned giving initiatives, and ongoing capital campaign efforts