

An Increase of Over 140%

A Rescigno's & Ray Graham Association Case Study



Ray Graham Association

Since 1950, Ray Graham Association has been working alongside people with intellectual and developmental disabilities. With their broad array of services, they empower each of the amazing, gifted individuals they serve.

The Challenge

Ray Graham faced its share of obstacles in raising money for their fall appeal. Specifically, the integrity of their data was questionable and compromised. Multiple users were manipulating their data, but weren't giving it adequate attention and analysis. With no formal strategy and no metrics in place to analyze a particular activity, Ray Graham found themselves in trouble. As Chief Development Officer, Lorri Nagle, would later say,

"Before we started working with Rescigno's, we were unaware of the strategy involved in running a successful direct mail campaign. Rescigno's helped us understand the significance of segmenting and personalizing data".

The Rescigno Way

Initially, Ray Graham tried going it alone to develop a successful fall direct mail campaign. When that didn't work, they sought out the services of another company for their data and direct mailing. Here, there wasn't a thorough understanding of Ray Graham's needs.

When Rescigno's came onboard, they helped Ray Graham get back on track. The main issue at hand (bad and questionable data) was turned over to the Rescigno's data experts who knew exactly how to segment, analyze, measure, and make recommendations based on their findings. This calculated, step-by-step approach led to fall appeal donations skyrocketing from \$66,000 to \$160,000 - an increase of over 140%.

Margaret Wagstaff, Ray Graham's Data Manager & Specialist, added,

"We won't do any data analysis or direct mail with anyone other than Rescigno's".

The Rescigno's Difference

Aside from delivering results that are measurable, the team at Ray Graham has a deep appreciation for the more intangible aspects of working with Rescigno's:

- A high degree of accessibility and trustworthiness
- A team of good listeners who are very willing to work within a non-profit's constrained and limited budget
- A team of strategists who focus on finding solutions specific to your set of circumstances

"As teachers and mentors, Sue and Ron have held my hand from appeal to appeal, and I credit them for the success I have experienced as a Chief Development Officer."

REscigno's

Your Trusted Partner for the Last 25 Years