



Category Number and title:

17. Best Program in Case Statements/
Cultivation Publications — FD, CM

Title of entry:

A Greater Hope: The Hope College Campaign,
Working Case Statement /
Giving Opportunity Inserts

Institution:



HOPE COLLEGE

HOLLAND, MICHIGAN 49423



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A Greater Hope: The Hope College Campaign,
Working Case Statement/Giving Opportunity Inserts
- **Institution:**
Hope College
- **Name/contact information:**
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Holland, MI 49423
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- **General Description:**
The working case consists of a short-fold pocket folder with a die-cut and full-color-tip-on of a beloved campus marker—the campus Chapel’s Rose Window, which contains an anchor—a longtime symbol of Hope College and the main element of the college’s institutional logo. A series of 12 companion inserts can be placed in the working case folder to customize the materials according to donor interest(s). The brochure and inserts feature both commissioned and campus photo library images.
- **Goals and objectives of the project:**
The objective of the campaign working case statement is to generate interest in and enthusiasm for the college’s plans and the campaign among a discreet group of prominent donors and prospective donors.

The goal of the campaign is to ensure that Hope continues to be attractive to and affordable for its traditional student base as well as a wider cultural and geographic range of students, by strengthening the college’s endowment and improving certain facilities.



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- **Description of how project fits into overall institutional/advancement goals:**
The mission of Hope College is to educate students for lives of leadership and service in a global society through academic and co-curricula programs of recognized excellence in the liberal arts and in the context of the historic Christian faith.

The mission is communicated through images and overview copy in the case statement; the inserts allow for more detailed descriptions and examples of how the college fulfills its mission.

- **Audience:**
Key donors and prospective donors targeted for gifts of \$100,000 and up.
- **Total number of professional and support staff who worked on the program:**
4 employed staff
5 from outside agency, *North Charles Street Design Organization*
- **Program Budget:**
\$78,000
Unit Cost:
\$39
- **Challenges:**
Hope College has an aging donor base, and Hope is very quiet about marketing itself. Campaign leadership urged that a professional quality case statement be developed to attract new donors to the campaign during the quiet phase. This was Hope's first time engaging and interacting with an outside agency for a large fundraising communication piece.
- **Documented results:**
One year into the campaign, 38% of the proposed goal has been attained. 2,000 folders/working case statements were produced, and have been instrumental to the securing of \$75 million of the campaign's \$200 million goal.