



Case Study: U.S. NAVAL ACADEMY

FUNDRAISING

Challenge

The USNA Alumni Association purposed to raise \$60 million to benefit the Academy from a target audience of Academy graduates from 1962 and earlier. The challenge of the project was how to communicate effectively to these individuals about the benefits of investing in the Academy when these alums have many other – and potentially greater -- opportunities to invest elsewhere.

Solution

ADG developed a fundraising campaign that focused on the audience's sense of nostalgia and respect for the Naval Academy. ADG produced materials that allowed the audience to reflect back to their days at the Academy and be a part of the Academy's future. Included in the materials was a pocket folder, a giving guide, an image-intensive invitation to attend a seminar-style fundraising meeting, and an Academy booklet to remind the audience of the Naval Academy's mission.

Result

To date, the Naval Academy Alumni Association has exceeded their goal and raised upward of \$275 million dollars as well as forged a partnership with past alumni that continues to contribute to the Academy's sense of national commitment with community focus. As an auxiliary bonus, ADG's fundraising materials won Best of Show in the prestigious PIM Awards for the tri-state region.