**STEIER GROUP PINNACLE AWARDS ENTRY SUMMARY**

* Objectives
  + Declining enrollment in Catholic schools is a critical, national issue challenging our clients and potential clients across the country. But, after successfully conducting a capital campaign with the Steier Group, the Archdiocese of Omaha found great success in reversing its Catholic school enrollment decline. A major focus of the capital campaign was to raise funds to support Catholic schools. The archdiocese created an extensive marketing campaign, made new hires and implemented other new ideas that led to increased enrollment. The Steier Group sought to highlight this success and present our partnership as a potential model for change in other dioceses and archdioceses.
  + First objective: To capitalize on this success and the buzz it had received to generate strong leads in our most important business segment: dioceses and archdiocese. The Archdiocese of Omaha’s enrollment turn-around made waves in Catholic education and was being discussed at conferences and covered by national media. We wanted to showcase the Steier Group’s role in this success. Without a strong capital campaign that raised more than $50 million, the changes and enrollment increases would not have been possible. We wanted diocesan development directors and other leaders to see that a strong fundraising campaign, conducted by the Steier Group, could lead to Catholic school enrollment increases.
  + Second objective: To showcase the great success of our client and hometown organization, the Archdiocese of Omaha. Put simply, we are proud of the archdiocese for making such a change and excited that our work with the capital campaign helped to spur the creative approach to curbing enrollment decline. This marketing campaign gave us the chance to brag about one of our biggest clients.
* Execution
  + Marketing approach: The main focus of this marketing campaign was a direct mailing sent to diocesan leaders across the country. The direct mailing was a double gate fold brochure. This includes bishops, development directors, chief financial officers and Catholic school superintendents. Other components included:
    - A presentation at the International Catholic Stewardship Council conference.
    - An email blast to conference attendees about the presentation that included a link to our custom landing page.
    - Sharing the landing page on social media and through a QR code in the mailing.
    - A flyer explaining the archdiocese’s success, in brief, was included in an additional mailing to all diocesan contacts prior to the ICSC conference.
  + Implementation process: The direct mailing component went out first, a few months before the conference presentation. It included a QR code link to the landing page and a detachable note card that could be mailed back to the Steier Group for more information. The email blast, social media posts and additional mailing followed.
* Results
  + Catholic dioceses and archdioceses are our most important client segment. These multi-year, multi-million-dollar capital campaigns provide the Steier Group with a strong financial foundation for growth. Connections at the diocesan level also lead to smaller leads at the parish and school level – our core business. Cultivating and growing these connections is an important part of our marketing strategy and showcasing this great success grew awareness of our value at dioceses across the country.
  + Our project performed well. We generated six new diocesan capital campaign leads through the marketing campaign. In addition, the presentation was well attended and was the talk of the conference. Our sales cycle can be long, but we anticipate this effort will lead to multiple diocesan capital campaigns in the years ahead.