

*Tradition*

Jim, as proud member of the class of **1987** You became a part of the "experience"

Find out how you can continue to share the Catholic High Experience by visiting:  
[www.JimWilliams.RocketAlum.com](http://www.JimWilliams.RocketAlum.com)

*Excellence* *Loyalty*

Dear Jim,  
It seems like only yesterday that you roamed the halls of Catholic High School and were being admonished by Father Tribou. Finally, graduation came and you moved on to become a man of faith and integrity.  
It's hard to believe that seven years have passed since Father Tribou's passing. He had the uncanny ability to get so much from so few.  
Today, we continue his vision. Whether you are from the "old school" or a recent graduate, you can continue the tradition of the Catholic High Experience. It's a tradition of loyalty and brotherhood that is shared only by fellow alumni. Today, you are given the opportunity to play a more prominent role in the future of CHS, so let's not let the good Father down.  
Visit your own web page [www.JimWilliams.RocketAlum.org](http://www.JimWilliams.RocketAlum.org) to find out how you can make an investment in the Catholic High Tradition.  
Please put your money where your heart is and join the Catholic High Alumni Association. Let's ensure that the school you so dearly love will forever be at the pinnacle of education and character building.  
In God's name,  
Margaret Lawrence Frederick '55  
Rector  
Catholic High School  
(501) 664-3039  
[www.rocketalumni.com](http://www.rocketalumni.com)

Set the standard for the Class of 1981 visit [www.JimWilliams.RocketAlum.Org](http://www.JimWilliams.RocketAlum.Org)

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# CATHOLIC HIGH CAMPAIGN

### Introduction

Little Rock Catholic High School is a private, all boys school founded over 75 years ago. During most of that time, fundraising efforts were handled personally by the principal, Fr. George Tribou. After his passing several years ago, this method of fund raising was no longer available. The CHS Alumni Association was founded to maintain contact with its alumni, and to assist in its fundraising efforts.

### Challenge

Catholic High School had begun contacting its alumni via direct mail on a quarterly basis for several years. However, interactive response from Alumni using this vehicle had been limited. Catholic High was searching for a way to gather current information about its alumni, and determine interest level in assisting in other activities. Additionally, it was looking for another way to increase membership in its Alumni Association.

### Solution

CustomXM proposed a cross-media marketing campaign using variable direct mail, personalized URLs, and e-mail to accomplish this goal. The primary variable information used was the name of the alumnus, along with his year of graduation. The graduation year was displayed prominently on the front of the postcard. Personalized URLs encouraged recipients to go to their personalized landing pages. These landing pages included a welcome page providing more description of the Alumni association and the Foundation; a survey page with a few questions, (some light-hearted) about their experience, and a call to action for a contribution. Respondents were also given the opportunity to update their contact information. Depending upon the responses, different "thank you pages" and emails were sent back to the respondents immediately. Follow up thank you notices, with a complimentary CD, were also sent to contributors.

### Results

Of the approximately 4300 recipients, 584 (13.57%) visited their personalized landing pages. 241 respondents (5.60%) completed the surveys, yielding a "click-through" rate of 41%. A significant amount of donations were received in just under a two-week period. Responses continued to come in 3 months beyond the initial mailing.

**"I was amazed at our response. Not only did we raise money, we were able to raise awareness about the mission of the Alumni Association. The campaign "dashboard" allows us to better stay in touch with our alumni and better serve their interests."**

Anne Carter, Development Director  
CHS Foundation/Alumni Association

Welcome Paul Strack - Class of 1981

Paul,

More than 7,000 boys have graduated from Catholic High School. The Catholic High Alumni Association (CHAA) was created in the summer of 2001 as a means to more directly involve Catholic High alumni, family and friends in the betterment of our school. In turn, the CHAA offers its members benefits that will prove invaluable to business and social contacts as well as opportunities for renewing old friendships and reclaiming your place at the school.

*"At Catholic High, nothing is freely given except opportunity. Everything else is earned. Friendships are forged in the fires of challenge. Grades are earned through blood, sweat, and tears. And when a boy receives a diploma from Catholic High, it is not a certificate of attendance; it is a certificate of achievement."*

Steve Strawick, Principal

The CHAA now is a part of Catholic High School Foundation. The Foundation's mission is to provide need-based tuition assistance to boys unable to afford tuition and to supplement teachers' salaries in order to attract and retain the best and the brightest educators. This year, 43 boys received tuition assistance and all the teachers received increases in their salary thanks to the support of the alumni.

Please join or renew your investment in the Catholic High Alumni Association today. Father Tribou and the boys of Catholic High are counting on you!

Continue