

SUCCESS STORY



Print Collateral Connects Catholic Order with Constituents



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— PATRICK MURPHY
ASSOCIATE DIRECTOR,
COMMUNICATIONS
MIDWEST AUGUSTINIANS

St. Augustine wrote, “Since love grows within you, so beauty grows. For love is the beauty of the soul.” This fifth-century Doctor of the Church, known for influencing Western Christian philosophy by emphasizing God’s pure love and goodness, inspires the Midwest Augustinians. Today, the organization of 81 Augustinians focuses on Peruvian missions, increasing vocations and building a strong financial foundation through donor development.

Back in 2009, however, there were fundraising concerns. A tarnished image of the Catholic Church and a weakened economy dented contributions and vocations. The Midwest Augustinians responded by conducting a development audit, launching a rebranding initiative and looking closely at all marketing collateral.

MISSION

The mission for Fuse was clear—to give the Midwest Augustinians’ marketing pieces a hopeful, positive look that reflected the Friars’ passion for the teachings of St. Augustine and the organization’s many good works. Patrick Murphy explained, “For a long time, we were not happy with our newsletter—it was like a dying order. It was a six-pager, the colors were dull and dreary.”

Printing was a critical issue, he determined, adding, “I had been going through a string of printers with poor performance. I run a fundraising office, and it’s important to show a good image with donors.”



SOLUTION

Fuse's extensive in-house printing and mailing capabilities made it the perfect match for handling the Midwest Augustinians' quarterly 24-page magazine with a distribution of around 7,000, as well as their annual gala invitation and signage, vocation posters, prayer cards, letterhead and envelopes, and special fundraising pieces.

Murphy says print is the right way to get the message out, adding, "We are communicating a sense of hope for those we are serving—right there, right now." Fuse helps the order achieve the feeling they want to evoke with printed pieces through fresh ideas and recommendations. Then the production and mailing teams keep a close eye on all the details, helping to ensure that everything is correct and on time.

RESULTS

For the first time in their history, the Midwest Augustinians have won National Catholic Development Conference awards for their publications. Vocations have tripled in recent years. Donors who stopped giving are now reengaged. Murphy reflects, "We've tripled our vocations in the last few years because we have a positive outlook, and people like Fuse help communicate that to the constituents who matter most. They say, 'I saw the newsletter—it's clean and fresh.'" He adds, "Donors give because they see the future, the hope, through the quality of our printed materials."

Murphy summarizes, "I feel like I have an all-star team—I have a great designer, a great photographer and now, a great printer."

FUSE

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