



# CASE STUDY

The Basilica of the National Shrine  
of Immaculate Conception

Boosting Awareness  
& Supporter  
Engagement



## BACKGROUND

As one of America's most renowned Catholic churches, the Basilica of the National Shrine of the Immaculate Conception (Basilica) attracts nearly one million visitors annually. People from all over the world are invited to visit the Basilica's many chapels as well as attend Mass and special events.



One such event is the National Prayer Vigil for Life. It kicks off every January on the eve of the March for Life with an opening Mass followed by the National Holy Hour for Life and All-Night Adoration. Early the next morning, a Closing Mass concludes the Vigil before attendees join the March for Life in Washington, DC.

The March for Life began in 1974 to protest the landmark passing of *Roe v. Wade*. Today it's the largest annual pro-life event in the United States, with tens of thousands of activists descending upon the National Mall to rally against abortions. It's estimated that more than half of the attendees are under the age of 30 and typically travel to the event with Catholic schools and church groups.



## CHALLENGES

The National Prayer Vigil for Life presents a great opportunity for the Basilica to

connect with more supporters. To help boost awareness of the event and increase engagement not only with its core group of supporters but also amongst a younger demographic, the Basilica turned to The Lukens Company (TLC), its long-time partner.

## OBJECTIVE

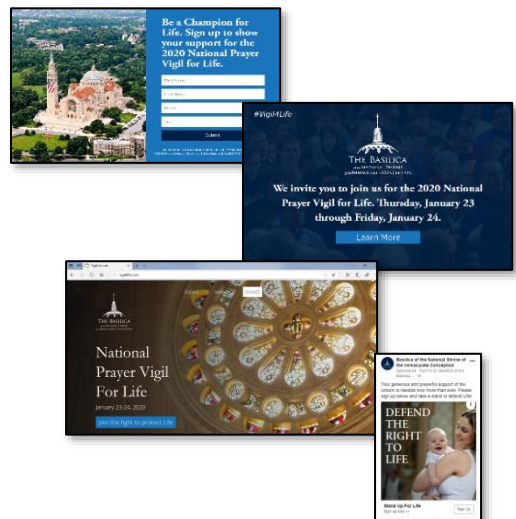
TLC jumped right in to create a multichannel digital campaign that achieved three goals: build the event's awareness, increase its attendance, and feed the Basilica's donor pipeline.

## TLC SOLUTIONS

TLC created a highly targeted digital campaign that consisted of a microsite, lightboxes, emails, and paid advertising across social, search, and Snapchat.

Beginning with the audience, TLC created tight segments based on two central markers: pro-life and location. To identify the pro-life segment, TLC built audiences based on Catholic affinity as well as conservative or very conservative political viewpoints.

When it came to location, there were two tailored tracks: given that the Basilica wanted to fill its pews with as many in-person guests as possible while also increasing attendance for its virtual programming, TLC created both local and national segments to properly communicate with each target audience. Local pro-life audiences were invited to attend the National Prayer Vigil for Life in person and national pro-life audiences were encouraged to both donate and join the virtual livestream.



# RESULTS

The Basilica celebrated its strongest attendance and highest donation levels since the early days of the National Prayer Vigil for Life.



The campaign was a smashing success. Not only did it raise nearly \$13,000 across all platforms, but it also acquired over 5,700 new supporters to add to its email housefile.

The Basilica also saw its digital engagement reach record levels. Leading up to the event, the Basilica welcomed over 1,400 swipes and had almost 260 interactions on Snapchat. And for the livestream of Mass and All-Night Adoration, it garnered nearly 19,000 views by pro-life supporters.



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Raised**



**▲ 5,700  
New Supporters**



**19,000  
Views**



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