

# The Conger Alumnae Group

## No Place Like a Home Tour

**GOAL:** The Conger Alumnae Group is a primary provider of need-based scholarships to deserving women who want to attend the University of Michigan. Their main desire was to generate greater exposure that would increase scholarships and endowments as well as project the strong ties to community involvement the group requires for fulfillment.



**OUR APPROACH:** Special attention was focused on a high-profile project called the Conger Home Tour which creates a significant source of revenue for the year while also building stronger ties with local businesses. LeDuc Creative Co. created an illustrative approach that incorporated a high-end feel that was also warm and inviting across the invitations, posters and promotional pieces promoting the home tour as a compelling and appealing event.

**RESULTS:** The event has already generated a significant source of revenue for additional scholarships, and response has been so positive that additional home tours have been implemented to meet the overwhelming demand.



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