

## Case Study

---

# Thomas More Society



## Mission

The Thomas More Society, a small non-profit law firm, is dedicated to defending life, religious liberty, and family. Specifically, they defend and file lawsuits on behalf of sidewalk counselors, affected religious groups, and pro-life advocates.

## Challenge

The Thomas More Society has assisted thousands of clients including some of the nation's most renowned pro-life and religious leaders such as David Daleiden, Abby Johnson, Rev. John MacArthur, Joe Scheidler, and Lila Rose. However, since the organization is relatively small, they needed to create a robust digital fundraising program to help fund their massive caseload. Additionally, there was an organizational desire to raise awareness about their efforts.

## Solution

Blitz adapted direct mail copy to create an evergreen fundraising prospect on Thomas More's biggest case.

Then, by effectively utilizing audience reach and routinely identifying unique lists, millions of donors were reached with fantastic success.

---

**Millions of donors were reached with fantastic success.**

## Results

- Over \$13 million raised since full launch in 2018.
- Nearly 75,000 unique donors are now cultivated with a robust housefile program.
- Digital recurring givers are now at over \$650,000 gross annually.
- Created a holistic, stable, self-sustaining digital fundraising program.
- Now sending to a 10 million+ prospect audience every month.

---

Since 2018,  
Blitz Digital Group  
has raised  
**over \$13 million**  
for Thomas More  
Society.

