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Steps to Success – Planning a Giving Day

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Hello!



Rachel Hadley-Leonard

- Background in education, marketing & fundraising
- Teacher & Senior Leader– Maintained & Independent Schools
- Marketing in industry – John Lewis, AbA etc.
- Charity fundraising
- Marketing & fundraising in schools – inc. Marketing Manager, Head of Marketing, Alumni Relations Manager, Development Director
- Former Director and Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)

Currently:

- Independent Schools' Development, Admissions & Marketing Consultant
- Judge for Times Educational Supplement (TES) Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards
- Professional Mentor
- Independent School Governor



Giving Day

Definition: Noun a 24-hour or longer fundraising event aimed at bringing communities together to maximise awareness of a project, engagement, and donations

Where did it all begin?

USA

- Community foundations and not-for-profits
- Giving Tuesdays
- College/University Giving Days
- School Giving Days

UK

- Charity/Third sector Giving Days
- University Giving Days
- School Giving Days



Giving Day

Why are you holding a Giving day?

“Know why you are doing it. Don’t do one just because everyone else is. What gap/need would a Giving Day fill? Design your activities to meet this need.”

Lesley Dowdall

Director of Development
Withington Girls’ School

“Only do it if it’s the right time for you, and fits in your existing strategy, not because everyone else is doing it.”

Lisa Connor

Development Manager
Merchant Taylors’ School, Liverpool



Giving Day

When should you hold your Giving Day and how often?

- ★ Annually or every two/three years?
- ★ Consider alternating with other fundraising methods e.g. Telephone campaigns
- ★ Listen to your community feedback



Giving Day

What can we hope to achieve?

It depends on...

- The size and type of your school
- Your existing relationships with your school community
- The history of giving in your community
- Many other factors!
- Propensity + Affinity



Some sector examples

£70k – £280k

- Withington Girls' School £70k
- Durham School £72,702
- The Perse School £114k
- Monkton Combe School £130,515
- Merchant Taylors' School , Liverpool £137k
- Millfield School £150,000+
- Rugby School £159+ (and rising!)
- Bristol Grammar School £188,127
- Portsmouth Grammar School £280K (Yr1) & £265K (Yr2)



What resources will I need?



Some sector examples

- Withington Girls' School 2.6 fte + external consultant
- Portsmouth Grammar School Yr1 1.8fte + external consultant & Yr2 2.1fte + external consultant
- The Perse School 2.6fte in the office - 2 people working on Giving Day + external consultant
- Monkton Combe School Pulled together 4.0fte from Marketing/Comms/External Relations
- Merchant Taylors' School 1.0fte + help from colleagues



What about Return on Investment?

Think about:

- Cost of third party consultants
- Extra staff (temps)
- Time taken away from other fundraising activity
- Human sanity!

But also:

- Improved community relations
- Future giving foundations
- Unexpected gifts



Does the age of the office determine financial outcome?



Do we have to fundraise for bursaries in our Giving day?

NO!

Project	Number of Gifts	Amount Raised
The Big Nature Project	32	£29,077.25
The MSS Community Cafe	40	£30,277.50
Transformational Bursaries	102	£42,746.75
Wherever the need is Greatest	108	£28,413.50
Total	282	£130,515



What might be the unexpected benefits of our Giving Day?

- ★ The number of donations which come through in advance and after the Giving Day rather than on the actual day itself through the platform. This shows the importance of running a postal direct mail in advance of the day and save the date emails – Monkton Combe School
- ★ Putting bursaries and fundraising on the agenda more than ever before. Plus the comms blitz really helped cement bursaries in people's minds as something we believe is at the heart of PGS – Portsmouth Grammar School
- ★ Not really unexpected (as we hoped it would happen), but getting people internally talking about the Giving Day – staff and pupils really being interested in bursaries – The Perse School
- ★ Prospect engagement was great – Merchant Taylors' School
- ★ Giving days are just plain fun! – Louiz Diez Donor Growth



What challenges might lay ahead?

- ★ Data trouble
- ★ Understanding of the Giving Day concept
- ★ Human resource
- ★ Timing in the school year
- ★ International time zones



What challenges might lay ahead?

- ★ Finding a suitable time in the busy school calendar
Withington Girls' School
- ★ A mixture of a small major donor portfolio and getting our donors to understand what a Giving Day was the hardest part. Once the platform was built it became much easier to communicate and get people onboard
Monkton Combe School
- ★ In 2020 COVID restrictions. Also the most time consuming thing on the day was helping donors understand they would continue to get asks after making a gift. Yr2 we overcame this through clear messaging & an extra unsubscribe link in our automated thank you emails
Portsmouth Grammar School
- ★ A lack of understanding from stakeholders about what a Giving Day is (we had a few people initially telling us they were busy that day and sending apologies)
The Perse School
- ★ Internal expectations – managing high expectations from senior staff who had seen everyone else's, and engaging/managing other staff to get enthused
Merchant Taylors' School
- ★ Data Up-to-date and accurate data is at the heart of Giving Days. Make sure your CRM is in tip top condition and make sure you have the right CRM!
RHLConsulting



Using video



[Merchant Taylors' Thank you](#)



[Be the Difference
Portsmouth Grammar School](#)



[Millfield School Pre Giving Day](#)



**Our expert Development
community share their top tips
for a successful Giving Day!**

With special thanks to:

- ★ **Lesley Dowdall** @ Withington Girls' School
- ★ **Becki McKinlay** @ Monkton Combe School
- ★ **Melanie Bushell** @ Portsmouth Grammar School
- ★ **Lisa Connor** @ Merchant Taylors' School Liverpool
- ★ **Erin Charles** @ The Perse School

Thank
you!



Top tips

(from those who have been there and done that!)

- ✓ Know why you are doing it. Don't do one just because everyone else is. What gap/need would a Giving Day fill. Design your activities to meet this need.
- ✓ Only do it if it's the right time for you, and fits in your existing strategy (not because everyone else is doing it)
- ✓ Get internal staff and pupils behind the Giving Day early on!
- ✓ Delegate! Look at the strengths within your team and delegate out early on key tasks of the Giving Day. A Giving Day requires a diverse range of skills which is challenging for one person
- ✓ Call your current donors the week of or during the giving day- we were surprised that many of our regular or recent donors did not make a donation to Giving Day
- ✓ Even if your Head can't give you a lot of time, try to get them to mention the GD in staff briefings etc so everyone realises this comes from the top & not just the Development Office
- ✓ Plan ahead – give yourself lots of time to get buy-in from the school community
- ✓ If you are able to, speak to some donors in advance encourage them to give early on the day, giving you a kick start and early momentum



Top tips

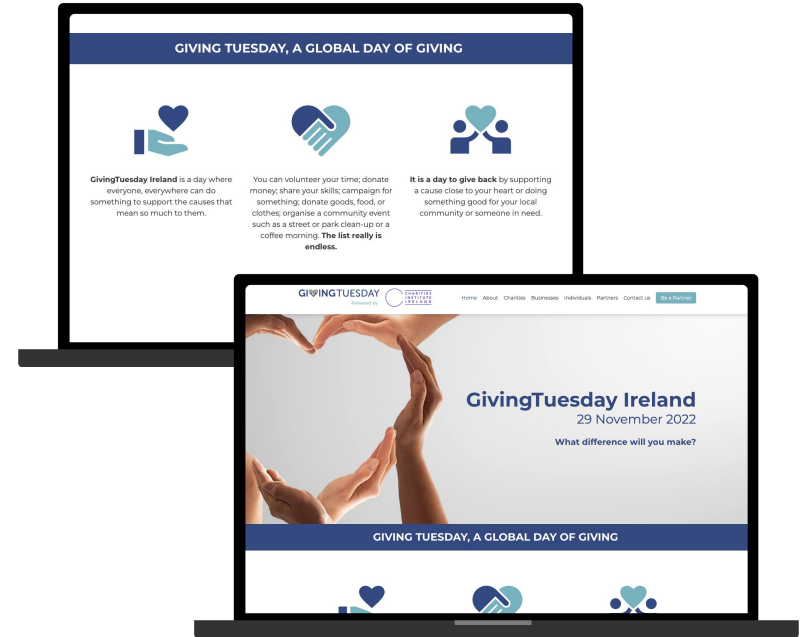
(from those who have been there and done that!)

- ✓ Draft as much of your comms in advance as you can, taking the stress out of the day(s) itself
- ✓ The Development Office can't do it on their own – think about which other colleagues you need to get on board to help make things happen
- ✓ Think carefully about every constituency when choosing the stories to tell; make sure there's something for everyone
- ✓ Keep it realistic. Don't try and do too many on-the-day activities and involve colleagues in running these wherever possible.
- ✓ Plan your comms and social media well.
- ✓ Colleagues/Governors etc probably won't fully understand what a Giving Day is and how it works until you've done one. Once you have proved the concept, hopefully more will get on board the second time round.
- ✓ You don't have to pay consultants a fortune to support you if you don't want to!
- ✓ Think really creatively about your content as that's the way you will build warmth and engagement.



Giving Day success stories

- Cheadle Hulme School ran their first Giving Day in 2021, raising over £31,000 in 24 hours with support from their alumni community and sixth form
- They set up a dedicated page on their alumni site with information about their challenges & matched funding, as well as testimonials from their current & former bursary students, and sent out scheduled emails to segments of their community, with an impressive 48% open rate overall
- All activity throughout the giving day, from email opens and phone calls to donations, was logged against individuals on their records in their ToucanTech database
- The development team could then contact all donors after the Giving Day to share a tailored thank you message
- Charities Institute Ireland are promoting GivingTuesday on their site, encouraging visitors to participate in the global day of giving
- Lady Eleanor Holles are running a Giving Day with ToucanTech in June – stay tuned for their results!



Giving Day success stories



Jennifer Miller, Donor Relations & Database Manager at Cheadle Hulme School, gave her advice to fundraisers that are considering running a giving day:

“Preparation is key. Get as much as you possibly can set up in advance. Also, having matched funding available was invaluable to incentivise alumni to give on the day.”



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More questions?

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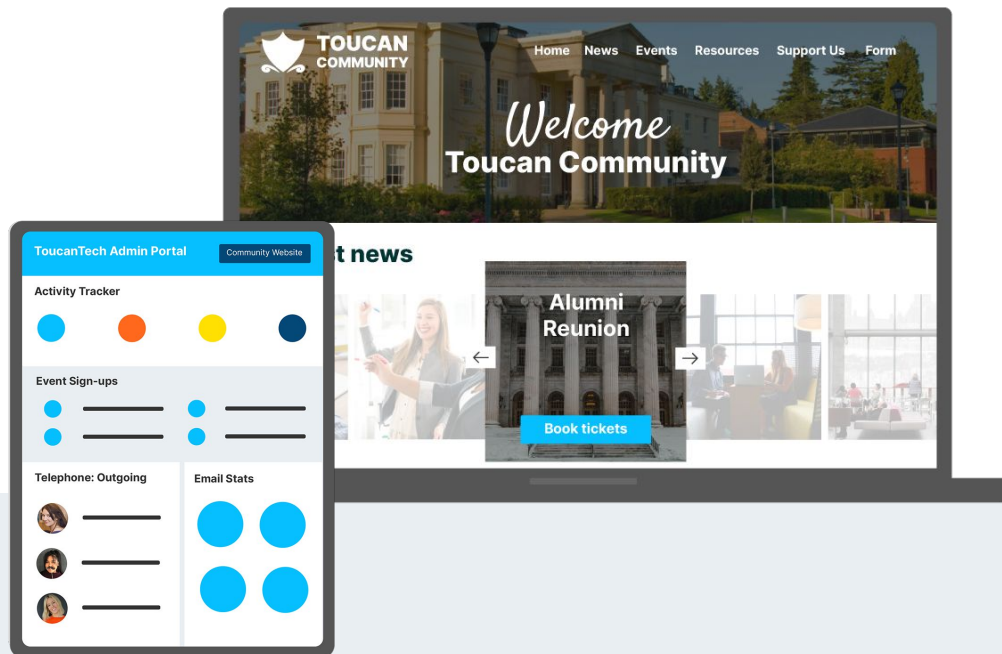
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ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



Any questions?

Please contact Amy – amy@toucantech.com
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