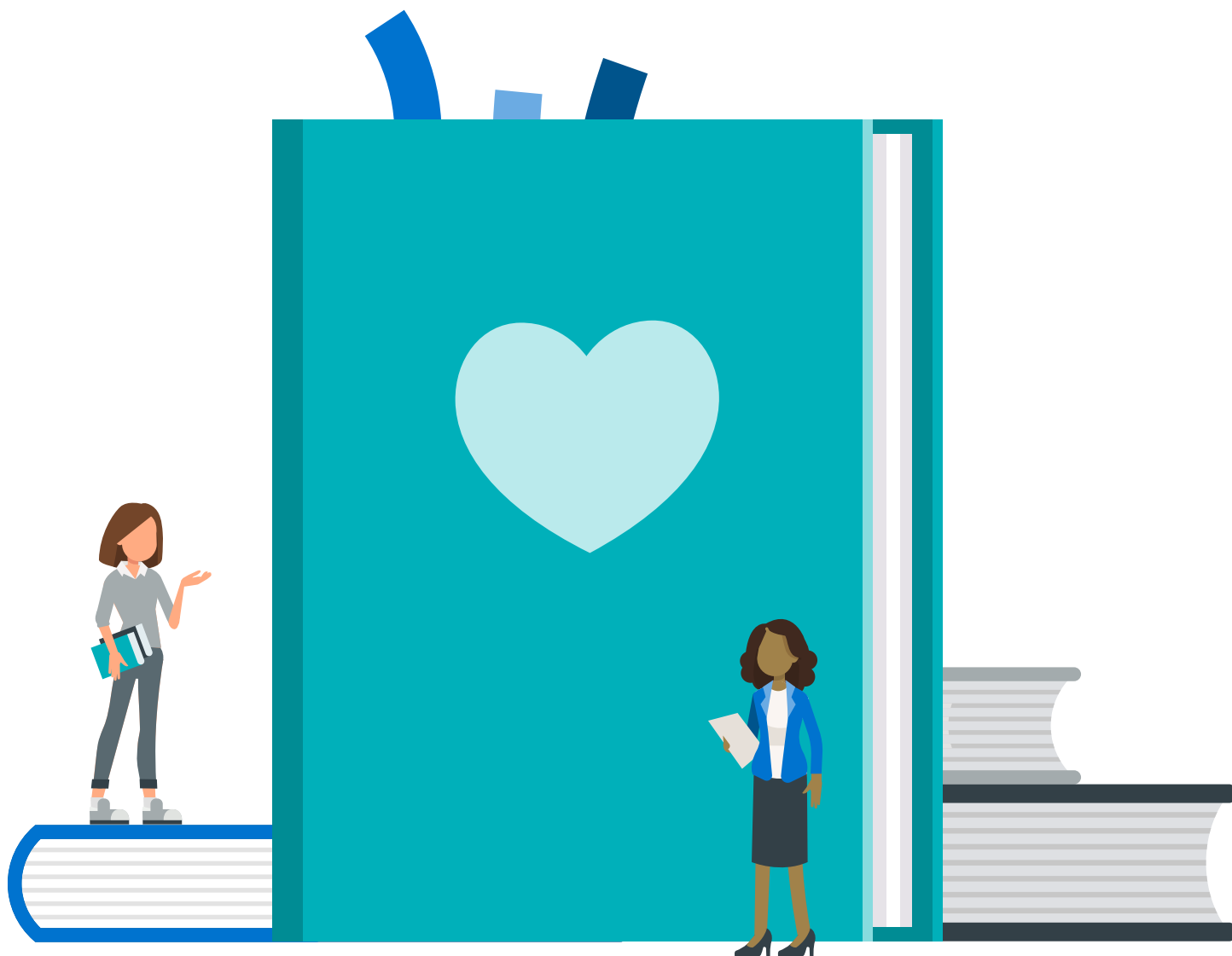


# Independent School Giving Guide

Your planner for organizing a successful fundraising campaign.



# Fundraising campaign planner

Orchestrating a school fundraising campaign comes with many moving parts – from defining the campaign specifics to creating a structured communication plan – while ensuring you also have the right tools to facilitate online giving by your donors. The Diamond Mind team has prepared this giving guide to provide you with a fundamental planning checklist so you can ace your school’s next donor appeal.



## Campaign details

### Identify your campaign goal

Donors are more likely to give if there’s a specific goal in mind for your school. What is the focus of your campaign? Is it to raise funds for a specific project or special event (like Giving Tuesday), encourage and celebrate first time donors, or exceed a dollar amount within a specific period? Clarify your campaign goal.

### GOALS

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### Select your campaign type

Encourage any (or all) of the following:

- One-time gift
- Recurring gift
- Peer-to-peer gift
- Year-end gift
- Other: \_\_\_\_\_





### Identify your target audience

Who in your school and local communities can you count on to get involved and promote this campaign? Are you appealing to current families, alumni, and/or local community? Identify who you are including on your donor list.

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### Set your start and end dates

Kick off your fundraising campaign at least 2 weeks before the deadline. This allows you time to send steady reminders to your donor list. The more reminders you send, the more likely you are to get donations.

**Start:** \_\_\_\_\_

**End:** \_\_\_\_\_

### Metrics to track

Tracking key metrics is important for understanding your donor base and communicating the successes of your campaign. Consider metrics such as the total dollars raised, number of new donors, and percentage of participation overall and by alumni class years. Given your target audience, what specific metrics do you want to track?

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## Campaign setup

Before appealing to donors, prepare your online messaging by building the fundraising campaign webpages you need on your school website. Your campaign's online presence will help you get ahead of the game by connecting with potential donors early on.

### Online fundraising infrastructure

- Create a campaign page
- Build donations pages. With Diamond Mind's CampusPay, this process can take as little as 5 minutes!
- Create team fundraiser pages
- Craft thank you messages for donors and fundraisers (online and email)
- Notes: \_\_\_\_\_

### Sponsors and partners

- Secure partnerships for your campaign
- Contact local media (newspapers, TV news, radio) for promotion
- Notify and appeal to your local community for support and sponsorships, such as area businesses, churches, sports teams, and community groups
- Notes: \_\_\_\_\_

## Campaign checklist

### Before the campaign

- Create online campaign, donation, and peer-to-peer fundraiser webpages
- Prepare email messages with campaign details, including specifics about the goal and next steps on how to donate
- Secure images and other content from sponsors and partnerships to include on the webpages
- Create social media posts to share across Facebook, Instagram, and Twitter
- Notes: \_\_\_\_\_  
\_\_\_\_\_



## During the campaign

- Reach out to donors and sponsors who have supported in past
- Launch your campaign across your whole school community (target audience)
- Feature your fundraising campaign on your website, newsletter, and social media channels
- Engage with and respond to supporters on social media
- Craft and send regular emails (1st, 2nd, 3rd appeals...) leading up to the end date with updates to your supporters and potential donors
- Notes: \_\_\_\_\_

## After the campaign

- Thank all donors and fundraisers by email
- Thank your school and local communities via social media
- Reengage supporters for your year-end campaign or your next fundraising event/initiative
- Notes: \_\_\_\_\_

## Email checklist

Create a series of emails to engage and appeal to your supporters. Most campaign email series follow these stages:



### Soft Launch

Reach out to your most devoted parents/supporters ahead of time to lock in your first donations and fundraisers. Starting with a sturdy base of support can make all the difference!

### Hard Launch

Send an email to your whole school community and target audience announcing your campaign. Explain how people can get involved and why they should! Break your audience into segments and create tailored messaging for each segment.

### Mid-Campaign

As the deadline gets closer, email your network with compelling appeals and updates on your progress.

### Follow-Up

After the campaign, thank your donors, fundraisers, and supporters. Update them on your campaign's results and impact.

# Giving campaign tips and templates



## Make donating easy

Provide a convenient way for people to give online or using a mobile app. Diamond Mind can show you how using CampusPay, our online form builder, and MySchoolWallet, our new mobile payment app!

## Set and share the goal

Set a goal for how much money you hope to raise on your day of giving and share the status of hitting that goal with your audience. Sharing your goal with your school and local communities will give them a reason to give and interact with your campaign.

## Ask for social sharing

Ask people to share their support on Facebook, Instagram, and Twitter with status updates, posts, or other creative content. Give people an easy way to tell others about their donations on social media or request supporters to temporarily change their profile pictures to your campaign or school image.

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## Are your web links too long?

Head over to [bitly.com](https://bitly.com) and enter a long school URL to get replaced by a shortened bit.ly link that you can track the Click Through Rates on and take up less space on your social media post.



Learn more  
[diamondmindinc.com](https://diamondmindinc.com)  
[info@diamondmindinc.com](mailto:info@diamondmindinc.com)