2018 NYSAIS Conference
Making a Lasting Impact in 24-Hours: Build a Giving Tuesday Campaign that Engages Your Entire Community
Overview

- Welcome and Introductions
- 2017-2018 Annual Fund Timeline
- Action Plan
  - Goal
  - Roles and responsibilities of staff and volunteers
  - Timeline
- Key results
- Assessment of Activities and Plans for next year
2017-2018 Annual Fund Timeline

- **Board Outreach**: September 2017
- **$1,000+ Donor Outreach**: October 2017 - Ongoing
- **Official Launch Appeal**: November 2017
- **Giving Tuesday 24-Hour Campaign**: November 20th
- **Winter Follow-up**: January 2018
- **Spring Appeal Wrap-Up**: May 2018 - June 2018
Action Plan

- Secured $25,000 matching gift from Board of Trustees
- Recruited volunteers from each constituency group:
  - Board Development Chair
  - Parent Volunteers at each grade level
  - Alumni Class Agents
- Developed comprehensive communication plan for email and social media
- Created print materials and video to share Buckley stories
- Personalized appeal by peer group:
  - Current Parents
  - Past Parents
  - Alumni
  - Faculty
Roles and Responsibilities

● Volunteers: The Buckley Annual Fund Champions were asked to:

- Make a gift to the Buckley Annual Fund;
- Communicate the importance of supporting the Buckley Annual Fund;
- Encourage fellow parents to participate;
- Post the graphics in the days leading up to, and during Giving Tuesday on Facebook, Twitter, Instagram.
- Tag @BuckleyCountryDaySchool in posts.

● Development Office:

- Managed all mass communication channels
- Developed messaging for print, email, social media and video
- Produced 4 videos: (1) From HoS; (2) Development Chair; (3) BoT; (4) Students
Preparation for 2017 Giving Tuesday

- Conducted a volunteer training session to review overall philanthropy at Buckley and shared information about Giving Tuesday.

Giving Tuesday

What is “Giving Tuesday”?
Buckley Country Day School is participating in #GivingTuesday on Tuesday, November 28th! On #GivingTuesday people around the world will come together to support the organizations that make our world a better place and we hope you will join us.

How can I help Buckley Country Day School on “Giving Tuesday”?  
- Make a gift. Your support will help the School qualify for a dollar for dollar matching gift from the Board of Trustees up to $25,000.
- Spread the word to encourage others to give.
- Post the graphics below on the days leading up to and during “Giving Tuesday” on FaceBook, Twitter, Instagram. Please tag Buckley Country Day School in your posts. Feel free to add your own spin to these suggested posts.

- Collected stories from parents, alumni about their Buckley experiences and memories
- Gathered pictures of current and past students
- Created copy with consistent messaging and tag lines for email and Facebook and Twitter
SAMPLE Giving Tuesday Posts/Videos

It’s #GivingTuesday and I’m giving back to @BuckleyCountryDaySchool today because of all they do for our kids, our families, and our community. Join me and give back today at www.buckleycountryday.com/givingtuesday.

We shopped for three days solid on Black Friday, Small Business Saturday and Cyber Monday. Today I’m celebrating #GivingTuesday by making a gift to the @BuckleyCountryDaySchool Annual Fund. Join me and make your own gift by clicking below.

Please support Buckley Country Day School | Giving Tuesday

Why do I give? Check out my video, and make your own gift by clicking below. Then share why you give, too! #GivingTuesday #BuckleyCountryDaySchool

#GivingTuesday @BuckleyCountryDaySchool
www.buckleycountryday.com/givingtuesday
Schedule for Posts and Messaging

Before Thanksgiving
- A video from the Head of School
- Today is Giving Tuesday! Join Buckley Community in supporting the School you Love.

12am
- Rise and Shine (FB Post and email)

6am
- Good morning School is in session

12pm
- Lunchtime --- photos/video from cafeteria – (FB and email)

2pm
- Announce number of donors and contribution total/ Thank donors

3pm
- Development Committee Trustee co-chairs: Jerry/Shalini video

4pm
- Dismissal - School is out

5pm
- Your work day is done, and it its not too late to Support Buckley!

6pm
- Board thank you (FB post and email $/## gifts)

7pm
- Development Team
- Thank you from the Head of School with initial results: donors and contributions

Next Day
- Thank you to the Board of Trustees on behalf of students.

Next Day at Noon
- Thank you from the student council president to the entire community
Sneak Preview by the Head of School

Emailed video to all parents, alumni, faculty and friends the day before Thanksgiving Day.
Pre-Giving Tuesday Video

Please click below for a video message from Buckley Trustees Shalini Mimani and Jerry Bright.

Giving Tuesday is tomorrow, November 28th - all gifts are being matched by our Board of Trustees up to $25,000 - we hope you'll make your gift to Buckley on Giving Tuesday, and spread the love on social media by sharing why you give, and tagging #BuckleyCountryDaySchool and #GivingTuesday!

Video

Click here to make your gift today, and thank you for your support of Buckley Country Day School!

Warmly,

Marjorie

Marjorie P. Jean-Paul
Director of Development and Alumni Relations
mjeanpaul@buckleycountryday.com
516-627-1910 x2771
Rise and shine - today is Giving Tuesday!

This year you can help Buckley secure a $25,000 match from our Board of Trustees with your gift to the Annual Fund today, on Giving Tuesday.

Click here to make a gift to the Buckley Annual Fund today, and share your story of 'Why I Give' on social media - be sure to tag #GivingTuesday and #BuckleyCountryDaySchool in your post.

Thank you for your support, and happy Giving Tuesday!
Facebook Posts and Videos

Buckley Country Day School
November 28, 2017

Our Board of Trustees shares why they give to the Annual Fund. Tell us why you give! #GivingTuesday #WhyWeGive

Buckley Country Day School
November 28, 2017

On behalf of our students, faculty, staff, and the entire Buckley community, thank you to our Board for their 100% participation in the Annual Fund, and for their matching challenge of $25k! #GivingTuesday #Gratitude

Buckley's Board of Trustees

Please support Buckley Country Day School | Giving Tuesday

ORGANIZATIONS THAT MEAN THE MOST TO US.

• Buckley Country Day School
• Buckley Country Day School

473 Views
Thank you Posts

Buckley Country Day School
November 28, 2017
On behalf of our students, faculty, staff, and the entire Buckley community, thank you to our Board for their 100% participation in the Annual Fund, and for their matching challenge of $26k! #GivingTuesday #Gratitude

Buckley Country Day School
November 29, 2017
A message of gratitude from Student Council President Jane Park. #GivingTuesday #Gratitude

Buckley Country Day School
November 29, 2017
A #GivingTuesday thank you from Dr. Juhel.

Like Comment Share
Results

- Donors
  - November 2017 vs. November 2016
    - 82 vs. 20 donors*
    - $75,471 vs. $22,300 raised*
    *Note: This does not include the Board of Trustees

- Percent Participation up by 20% for all constituencies

Donors gave more, earlier in the Year
Assessment of Activities

- Plan early
- Recruit and train more alumni and past parent volunteers
- Track Contributions (online, mail, in-person and pledges)
- Agree on Cutoff Date
Thank you
Volunteer Resources

Sample Messages
Hi, this is <your name>, <your child's name>'s parent in <your child's grade>. I'm just calling on behalf of Buckley to remind you that tomorrow is Giving Tuesday, a national day of giving, and we hope that you'll participate by making your gift to the Annual Fund tomorrow.

If you have any questions, or if you'd like to make a gift, you can always give online, or get in touch with Marjorie, Stephanie or Holly in the Development Office - I know they're always happy to hear from parents if you'd like to call, email, or stop by.

Thanks so much for taking a moment to speak with me, and thanks for all you do for the Buckley community!

Take care!
Volunteer Resource: Class Follow-up (11/20/17)

Dear <"Grade" Parents>,

In the next few days you will receive a letter asking for your support of the Buckley Annual Fund. As you know, gifts to the Annual Fund support the overall operations of Buckley and every gift received goes directly into the educational experience of each student this year.

As parents in the <grade> we know firsthand the incredible ways that the teachers bring to learning to life in the classroom. Our support of the Annual Fund inspires others to give, as well as provide our donors confidence in the strength and unity of the School community. Our participation demonstrates to the broader community our commitment to Buckley and our belief in the education our children receive each day.

If you have not made your gift yet, you can do so online at www.buckleycountryday.com/donate. Please do not hesitate to contact me directly at <XXX-XXX-XXXX> or you can also reach Marjorie Jean-Paul, Stephanie Long or Holly Mascolo in the Development Office.

Thank you in advance for joining me by making your gift today.

Sincerely,
<Your name>