

STARTING A GIVING DAY

The following is an excerpt from an article published by the Knight Foundation. To read the article in its entirety visit <https://www.knightfoundation.org/articles/4-things-need-now-prepare-successful-giving-day>

The four big actions to prepare for a successful campaign include:

#1: Set explicit, measurable goals, so you know what success looks like.

Giving Days aren't just about dollars raised—though they certainly can bring in lots of cash for worthy causes. They also can be a great tool for a whole range of goals, including reaching out to new donors, expanding a community foundation's profile or helping nonprofits learn to use digital tools. Your goal will depend on your organization's individual circumstances.

#2: Pick the right target audience

It is tempting to think that your target audience is "everyone." (After all, won't everyone love your campaign?)

#3: Pick the structure that best fits your capacity and goals

Some Giving Days are single days, others last a week or even a month. There is no one "right" or ideal structure for a Giving Day. The answer depends on the organization's goals.

#4 Begin planning...now

Giving Days are the culmination of a great deal of hard work, partnerships between a number of organizations and a big, coordinated outreach effort. None of this can be done effectively without systematic planning upfront.