

CHESHIRE  
ACADEMY

# The Giving Day Worksheet

**Questions to ask yourself when planning your next giving day.**



# Thank YOU!



Thank you for attending our session at CASE D1 & D2. We hope our Giving Day creativity inspired you to think outside the box (while still staying on brand). As a thank you, we're sharing all of the questions, tips, and tricks we asked ourselves throughout this process. Consider this document a workbook to guide you as you plan your next Giving Day. Send us a message, connect with us, and be sure to share your next Giving Day with us!

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# GIVING DAY WORKBOOK

WHAT ARE YOUR 3 OVERALL GOALS FOR THIS GIVING DAY?

Make these SMART goals, achievable, and trackable.

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WHO ARE YOUR FANS?

Who is invested in your school already? Who are the people across campus and in the community that can amplify the message you are trying to share?

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WHO IS YOUR AUDIENCE?

School communities students, parents, alumni, donors, friends and faculty/staff. Who are you trying to engage the most?

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WHAT IS TRENDING IN YOUR COMMUNITY?

Is your community all in on your mascot? Is there a trend in media that excites your audience (TV show, music, movie, books, etc.)?

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# GIVING DAY WORKBOOK

## WHAT ARE YOUR BRAND GUIDELINES?

What are must-haves in your materials (logos, colors, etc.)? Is there a way to differentiate the look and feel of your campaign without skewing too far AND still have fun?

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## DO YOU HAVE THE BANDWIDTH TO SEGMENT?

The answer should always be yes. Which audiences are you willing to segment your communications to?

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## WHAT CAN YOU DELEGATE?

Big ideas often involve many hands. What can you let go of to make your giving day a success? Little tasks can go a long way.

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