



A Giving Day for [SCHOOL]

Launching [THE FOUNDATION], [MONTH YEAR]

Prepared for the Senior Leadership Team by [YOUR NAME], [DATE]

What we are proposing

A Giving Day in [MONTH YEAR]. A single 36 hour campaign, with a clear start and a clear end, asking the whole community to give.

Two causes: [CAUSE ONE] and [CAUSE TWO]. Both are already priorities and both have a natural audience.

The purpose is not only the money. It is to find out who our supporters are, which we will know far better afterwards than we do now.

It launches [THE FOUNDATION] publicly, rather than letting it start quietly and hope people notice.

Why a Giving Day, and why now

We are starting from a low base. A Giving Day is the fastest way to build a donor base from one, because it gives the whole community a single reason and a single moment to start.

It is finite. 36 hours is something a school can rally around. An open-ended appeal is not, and it quietly never ends.

It gives people a reason to act now. Match funding, a visible total and a deadline do more than any amount of asking politely over a year.

It builds the habit. The first Giving Day matters less for what it raises than for the second one it makes possible.

What a first Giving Day typically achieves

250-500

donors, at a first Giving Day in an independent school

£50-200k

raised, before match funding

30-50%

of donors giving to the school for the first time

£10-50k

typical match or challenge funding, which can double the headline

These are ranges from comparable schools, not a forecast for [SCHOOL]. Our own result will depend most on how many people we can actually contact, which is the work between now and [WHEN THE DATA WORK FINISHES].

What we would be asking the community to fund

[CAUSE ONE]. [Why this is your clearest ask. For example: alumni and parents understand what a place at [SCHOOL] is worth, because they have seen it.]

[CAUSE TWO]. [Who this one speaks to, and what it gives you to say to people who are not traditional donors.]

Two causes, one campaign. A donor chooses which to support, which converts better than a single institutional appeal.

What this asks of the school

A date in the calendar, protected, in [MONTH YEAR], and agreed far enough ahead that it does not collide with everything else.

Permission to contact our community properly, and the data work to make that possible. This is the single biggest determinant of the result.

A conversation with [THE PARENTS ASSOCIATION] about match funding. A challenge fund of even a modest size changes the campaign, because every gift is then worth double.

Visible backing from the SLT and the Head. Pupils, staff and parents take their cue from whether the school is obviously behind it.

My time, and what it realistically takes. About [X] days across the year alongside my existing role, concentrated in the summer term and the fortnight around the day.

What it would cost

Item	Cost
Giving Day platform, fixed fee	£[PLATFORM FEE] + VAT
Consultancy support across the year	£[CONSULTANCY FEE] + VAT
Total, fixed	£[TOTAL] + VAT
Alternative: commission model	[X]% of online gifts, excluding match funding and direct debits
Card processing	Passed through at cost, roughly 1.2% + 20p on UK cards at the nonprofit rate

Under a commission model the platform costs nothing unless the campaign raises money. Ask your supplier for the break-even point against their fixed fee, and put both numbers here, so the SLT can see the choice rather than take it on trust.

What could go wrong, and what we would do about it

We cannot contact enough people. The most likely failure, and the most fixable. It is why the data work starts this autumn and not next summer.

No match funding. The campaign still works, it just works less well. We would know by spring and could plan around it.

It lands badly with parents. Managed by asking the community for a cause they already believe in, and by being clear that giving is entirely optional.

It rests on one part-time person. The real risk. It is why the proposal includes consultancy support rather than software alone, and why the timeline is deliberately long.

**A first Giving Day is worth doing for the donor base it creates,
not the total it posts.**

The number that matters most is how many people give for the first time, because those are the people [THE FOUNDATION] will be built on.

What we are asking the SLT to agree

1. Approve a Giving Day in [MONTH YEAR] in principle, and protect a date.
2. Approve the budget of £[TOTAL] + VAT, or the commission alternative.
3. Support an approach to [THE PARENTS ASSOCIATION] about a match or challenge fund.
4. Agree the data and consent work needed to contact our community this autumn.

If agreed, the next step is a kickoff and data review in [TERM], which is what decides whether [MONTH YEAR] is realistic.