

# The Giving Day Gurus



Equipping educational institutions and non-profits with the knowledge, confidence and strategies for successful giving days

# Group training



**A virtual giving day training session, designed specifically for your sector, to up-skill you and your team so that you leave feeling full of the necessary knowledge and confidence to deliver a successful, stress-free giving day.**

Covers the critical elements of giving days one area at a time, exploring what's involved and how to make the most of it.

Sessions are run on zoom from 10am - 3pm with regular breaks. We recommend that anyone involved in the key elements of your giving day - planning, communications, major gift solicitation and data all come along as each part of the training and each element of a giving day intersects with one-another.

# What's covered?



- Purpose and goal setting
- Selecting a date and length of time
- Ambassadors and gamification
- Audience segmentation
- Communications planning
- Tone of voice and brand
- Social media
- Offline fundraising and events
- Major donors and match funding
- Challenges and how to use them
- Creating valuable videos
- Resourcing and project management

# Optional add ons



- Follow up virtual group Q&A session
- Consultancy and advice packages
- Content creation packages

# Follow up Q&A



There's a lot to take in during the training session. Some questions might come to you straight away, but we understand that it can take a day or two for everything you've learned to sink in and start triggering a few follow up questions.

The virtual group Q&A session is held around a couple of days after the training, once you've had time to digest it all and chat to your colleagues.

Together, we'll go through your questions and you can hear the questions and answers from other organisations, because we believe that working together sparks ideas, thoughts and elevates us all.

# Consultancy



Understanding what's involved and what you need to do for a successful giving day is the first foundational step. If you'd like an extra helping hand in getting it right for your organisation, we offer tailored, strategic advice to support the planning and execution of your giving day.

We'll work with you to understand your audience, your communication channels and your resources to put a plan in place that works for you and your team. There are three levels of follow up consultancy, provided one-on-one for your organisation only.

**Level 1:** Four hours of phone/zoom consultancy to be used however suits your needs

**Level 2:** Seven hours of phone/zoom consultancy to be used however suits your needs

**Level 3:** Ten hours of phone/zoom consultancy to be used however suits your needs

# Content creation

**An extra pair of hands to help you get your giving day content done - perfect if you are low on resources or time.**

Whether you need someone to write a suite of emails, create a social media plan and posts, design some digital sharing assets, draft a video script, craft a compelling case for support or develop website copy, The Giving Day Gurus will relieve your team of the extra work that giving days can create. We'll also act as proof readers or editors for that extra pair of eyes. Like consultancy, we offer three levels:

**Level 1:** Review and edit of the copy and content you create

**Level 2:** Work with you to create copy and basic templates for you to tailor

**Level 3:** Creation of all copy and content

**We'd love to discuss  
your needs**



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