

5 Back-to-School Giving Campaign Strategies

As families get used to new routines and students get a feel for their new classes, now's a great time to run a giving campaign at your school to help offset some of the initial costs of the academic year. Here are five effective strategies your school can use to plan a successful back-to-school giving campaign.

1. Set a Clear Goal and Impact Narrative

Why It Matters: Donors give when they understand why their contribution is needed and what it will achieve.

Tactics:

- Define a specific fundraising goal.
- Visualize: Break down these ambitious goals with metrics, at the pupil, classroom, or grade level.
- Show impact: Weave these goals into a story of how this fundraiser will positively impact student learning.

Putting It Together:

- Goal: Raise \$50,000 for classroom tech upgrades.
- Visualization: \$250 covers one student's tech expenses for the year.
- Show impact: Students will learn valuable coding skills as part of our STEM outreach program launching this fall.

2. Segment and Personalize Outreach

Why It Matters: One-size-fits-all appeals underperform. Understand why families are invested in your school community and what drives them to give.

Tactics:

- Segment different groups of community members and tailor different messaging to each.
- Personalize emails and letters using donor history.
- Offer giving options (monthly, one-time, sponsorship levels).

Putting It Together:

- Segmentation: Creating different email campaigns for alumni, parents, grandparents, and local businesses.
- Personalization: "Last year, your gift of \$100 helped launch..."
- Giving options: "Support our classrooms with another \$100 donation, or consider a monthly contribution..."

3. Leverage School Spirit and Events

Why It Matters: Donors are more likely to give when emotionally connected to the story of your school.

Tactics:

- Align the campaign with a big back-to-school event.
- Host a “Giving Kickoff Day” dedicated to fundraising, with fun incentives to encourage giving.
- Use students and teachers in videos or live testimonials.

Putting It Together:

- Event alignment: Offering donation options during the first parent-teacher meetings of the school year.
- Fundraising event: Offer raffles, auctions, or tiered giving prizes with school spirit gear or fun opportunities for students.
- Testimonials: During a fundraiser for a school-sponsored athletic club, coaches use video to display the joy students have while playing.

4. Create a Digital-First Campaign

Why It Matters: Most parents and alumni are digital natives, so engage with online-first campaigns.

Tactics:

- Launch an email series + social media countdown (“5 Days to Kickoff”).
- Use content such as short videos, infographics, and testimonials to increase engagement.
- Add a donation thermometer or progress bar on your website.

Putting It Together:

- Social media: An “X Days to Kickoff” video series promoting an upcoming donation day.

- Content: Design campaign posters for social media followers to proudly display after they donate.
- Thermometer: “We are 85 percent toward our goal. Help us bridge the gap!”

5. Embrace Technology and Online Giving

Why It Matters: Provide secure, convenient giving with online donation and payment portals.

Tactics:

- Make sure your payments platform is user friendly to prevent confused donors from giving up.
- Ensure donations are secured via high standards of threat monitoring and data encryption.
- Offer the convenience of a mobile donor experience for busy families and alumni.

Putting It Together:

- User friendly: Give families and alumni a straightforward experience with no unnecessary steps or confusing design.
- Security: Ensure payments data remains safe from cybercriminals by partnering with a PCI-compliant vendor.
- Mobile: Offer the convenience of email- and text-based fundraising campaigns. Families can donate while waiting in the student pick-up line!

Discover How Diamond Mind® Supports Online Giving Campaigns

Request Demo

