

Customer Showcase: Cheadle Hulme School

How to run a low-cost, high impact Giving Day

Cheadle Hulme School (CHS), a co-ed independent school in NW England, has a fantastic bursary scheme that enables several students to attend the school with partial or full financial aid each year.

"Central to our ethos is a vibrant and diverse community of pupils for whom financial circumstances do not stand in the way of ability and potential."



For 24 hours from 6pm Thursday October 22nd 2021 through to 6pm Friday, Cheadle Hulme School ran their very first Giving Day to support their bursary fund. Branded with the tagline 'Be Amazing' and a vibrant circus design theme, the CHS team coordinated a mix of telephone, email, online and social tactics to spread the word. 12 sixth form students volunteered to ring approximately 2,000 alumni to raise as much money as possible within the 24 hour period. CHS alumni, some of whom received support through the bursary scheme during their time at the school, gave generously, and shared stories of their experiences whilst at school.

There's often a preconception that running a giving day entails many months of work and high costs for technology and consulting support.

However, in this instance, CHS ran a low-cost, high impact campaign by using their ToucanTech software. They set up an attractive online giving page to make it easy to donate online, including options for making one-off gifts and setting up regular giving. This campaign page was promoted on other webpages and social media, with announcement banners and quick donate forms.

CHS their ToucanTech system to segment their database, create a telethon list, schedule a sequence of targeted emails and update their data throughout the 24 hour period- they managed all their activities in one system.



After just 3 hours, the incredible team of 12 sixth form students had raised over £10,000 by hitting the phones, and by reaching a 30 donor target they unlocked their first 'bonus' donation from a group of extremely kind Old Waconians, who pledged an added £500 once they reached 30 and 60 donations.

Cheadle Hulme School was also supported by another generous donor who matched all first-time donors up to £20,000, meaning every first-time donation was worth double!

Targeting new donors helps to build a wider pool of engaged supporters who are more likely to donate again, and the community spirit of taking part in a Giving Day helps to boost positive feelings towards the cause and spread awareness.

Jennifer Miller, Donor Relations & Database Manager at Cheadle Hulme School, gave her advice to fundraisers that are considering running a giving day:



"Preparation is key. Get as much as you possibly can set up in advance. Also, having matched

funding available was invaluable to incentivise alumni to give on the day."



Alongside their telethon and social media posts, CHS encouraged people to donate through a series of emails, segmented by region, whether or not the prospect would also receive a phone call, whether they were a previous donor, and whether they were part of the CHS legacy society.

The carefully designed emails listed the different ways for people to donate, with clear buttons and links back to the online giving page. With an impressive 48% average open rate, the emails throughout the day spurred on donations with a compelling message from the Head and links to find out more about how the bursary programme supports students.



"Our bursary students represent what CHS stands for and the philanthropic principles it was founded upon. I have seen many bursary students at CHS and the life-changing impact that their bursary has made to each of them. It is so important that the CHS community comes together to support the bursary Fund both today and into the future."

Neil Smith, Head at Cheadle Hulme School



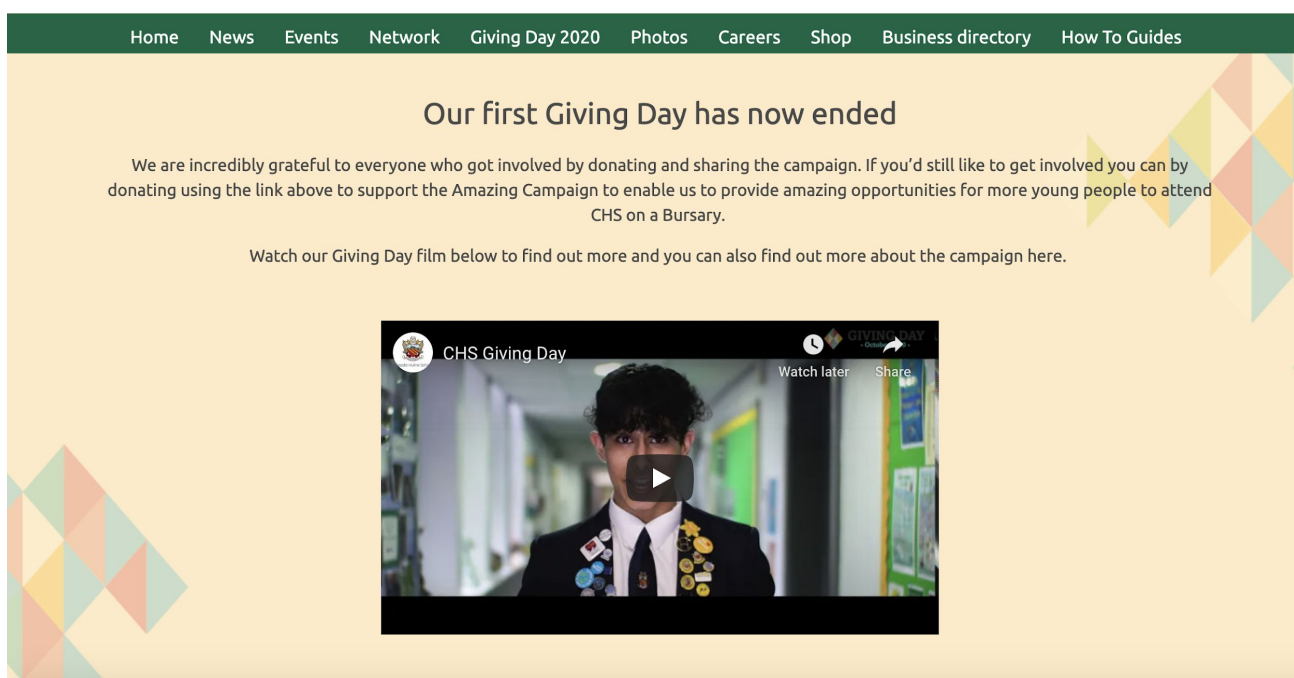
After 24 hours, CHS raised over £30,000, which will provide much-needed support for current and future bursary students. Once the day was over, CHS posted a thank you message on the Giving Day web page and sent personalised thank you emails to all the donors. All email open, news reads and fundraising data has been logged automatically in their ToucanTech database for future analysis and campaign segmentation.

"It was an incredibly busy week with many different elements to prepare for the campaign, but we are really pleased with the outcome from our first Giving Day. The ToucanTech team were a real asset in the run-up ensuring everything went off without a hitch and helping us spot areas of our site that we weren't fully utilising. It was a real success and we look forward to seeing the results continue into the coming months."

Jennifer Miller, Donor Relations & Database Manager, CHS

Through all of their communications, Cheadle Hulme School made sure to emphasise the reason for the Giving Day. They produced a captivating video that explained the value of the bursary scheme not only for those receiving financial support, but for their entire school community.

A range of communications tactics - from quotes on their website, to videos on social media, to a hashtag to collect messages of support - all combined to boost awareness and bring in funds from nearly 100 donors.



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CHS Giving Day 2020

Donate Now!

Total Raised: £ 14,323

Total Donors: 48

Help us to spread the word...

#ONECHS #CHSGivingDay

Share on Facebook

Share on LinkedIn

Matched Funding

A generous Old Wac wants to help us spread awareness of the Bursary Fund and get as many people involved as possible, and has offered £20,000 of matched funding against all first-time donations. This means that any donation you make today will be worth double if you are a first-time donor!

Make a Donation

Giving Day Challenge

Help us unlock £1,000. A couple of generous Old Wacs have donated £500 each which will be unlocked when we hit 30 and then 60 donors. Help us to meet this challenge and raise an extra £1,000 by donating now.

Text Givingday10 or Givingday20 to 70085 to donate £10 or £20 respectively. Texts cost your donation amount, plus one standard rate message.

OUR GIVING DAY MATCHING CHALLENGE BEGINS.

★ ★ FOR EVERY ★ ★

30 DONATIONS

WE RECEIVE, WE'LL RECEIVE AN ADDITIONAL

£500

FROM GENEROUS OLD WAC DONORS.

Maisha, current student

"Being offered a place at CHS was a truly life changing moment and I never take this opportunity for granted. I hope to go on to study medicine at University and to one day give back to the institution which has given so much to me and my family. I will be forever grateful to the parents and Old Waconians who have donated to the Bursary Fund and made it possible for me to attend CHS. For me, CHS will always feel like my home."

Text Giving

You can now give by text! Text Givingday10 or Givingday20 to 70085 to donate £10 or £20 respectively. Texts cost your donation amount, plus one standard rate message.

Text!

Givingday10 or Givingday20 to

70085

Be Amazing, Donate Today

Set up a Regular Gift

Fill out this online form to set up a Direct Debit

Discuss your donation with us

Complete this quick form and we will be in touch to talk you through the options

Donate by Post

Click here to download a donation form

Donate Online

Click here to make a donation by credit or debit card securely online

To find out more, visit www.toucantech.com | hello@toucantech.com | Case Study: **Cheadle Hulme School** | 4

Email examples *powered by ToucanTech*



[[letter_salutation]], there are just **8 hours** left to be part of Giving Day!

So far, **36** Old Wacs have donated to support our bursary students and future Waconian's. Join them and be part of this historic day for CHS.

Join in!



Our bursary students represent what CHS stands for and the philanthropic principles it was founded upon. I have seen many bursary students through their time at CHS and the life-changing impact that their bursary has made to each of them. It is so important that the CHS community comes together to support the Bursary Fund both today and into the future.

CHS segmented their database and prepared their emails in advance, using a high-impact set of campaign visuals and a clock to show the time ticking down...

Different emails were scheduled for UK and US time zones to reach alumni at the best times of the day.

Every email contained clear call to action with a donate button and incentives (such as matched gifts) to encourage people to donate.



A generous Old Wac wants to help spread awareness and get as many people involved as possible, so has offered £20,000 of matched funding. This means that any donation you make today will be **worth double!**

Double your gift today



Dear [[letter_salutation]],

Make the last hour count!

We are very grateful to everyone who has taken part so far by sharing and donating. **There is still time to make a difference.**

Old Wacs from across the world have come together over the last 23 hours in support of our bursary students and making a CHS education possible for more deserving young people into the future.

Join us, support future CHS students and be part of this historic day!

Be Amazing!

Make a tax-effective donation from the US through the BSUF following the link above. You can also donate over the phone, simply call us on 0161 488 3341.