

School Guide: Fundraising for Hardship

01/05/20

MA Advice: For a COVID-19 Hardship fundraise, start by getting Senior Leadership Team, the governors, teachers, parents fully engaged.



Fully involve and communicate with the Parent Teacher Association (PTA) at every stage. You'll often find that there's a member of the school PTA who's either trained or just naturally adept at fundraising.

Agree: (1) why you are fundraising, (2) the theme (Hardship?), (3) who it will benefit & (4) the goal(s) of the fundraise?

Here are 10 key points to consider for getting your fundraising campaign out, read and acted on:

1. **Set the funding goal(s)** – use the **S.M.A.R.T.** framework when developing objectives:
 - **Specific** – to your audience and/or activity.
 - **Measurable** – so performance can be monitored and controlled.
 - **Achievable** – the school has the resources available.
 - **Relevant** – appropriate in relation to market conditions and audience.
 - **Time bound** – there is a period of time within which they should be achieved.
2. **Segment your funding groups by criteria** – Parents (present/past), Alumni (by age or other segmented group you hold), local community/business for example.
3. **Establish your Marketing strategy (plan)** – align the best channels to use for your segmented groups - like Email, Direct mail post, Social Media (consider 18-30 year olds are now more active on Instagram), even direct by phone could be an option!
4. **Engage your target audience realistically** – set out to achieve a realistic donation amount from your segments. Break the target down into what your target can do to help. *"If you can donate just X amount now/per month then this will work towards the overall goal and collectively it will make a difference".*
5. **Creative theme and artwork** – a crucial stage... should consider a range of informative and hard-hitting tactics. Develop the creative with your segments/ personas in mind, starting with **inform > surprise/shock > to calm/success**.
6. **The Copy & Call-To-Action (CTA)** – needs to empathise and be clear with use of real-life reality for emotion to convey & **'act now'**. Take them on a campaign journey from **Awareness > Consideration > Convert**. Make **effective use of video**. Anchor the online campaign with the use of a relevant and **memorable hashtag #** name.

7. **Frequency and Sequencing** – Consider the marketing funnel, each mailing (or communication) building on the last. Use a **content calendar and scheduler** to plan out the campaign and posts/communication.
8. **Create online and offline donation options** – use an Appeal landing page on the **school website** hub to coordinate the online activity. Link in a **Just Giving** donation page. Explain the need for the fundraiser and **make it as simple as possible** for the user to donate what they can afford.
9. **Use ‘trusted voices’** – use the headmaster or a well-known ‘influencer’ or influential past pupil to the school community to explain why donations are seriously needed.
10. **Give loyalty in return for a donation** – give recognition now and for the future (for example, a roll of honour, wall plaque of the people who saved the school against COVID-19).

Additional tips. Creative ideas to help engage sensitively:

- **Identify your known top or known ‘supporters’** for a personal one-to-one plan (by the Head/school leaders), consider what loyalty and recognition could be provided for a significant special donation? Re-name a classroom in the family’s name or they become a guardian angel for the school...
- **Start an Alumni ‘good cause’ club** ([Reach out](#) to discuss this idea)
- **Buy a brick** - to be remembered for helping the school pull through
- **Raffle style donation** - donate £250 for a chance to win X [prize]
- **Buy ‘school donation bonds’ banded by level - £100, £250, £500, £1000+**
Make a donation of X amount to receive a specific payback reward. For example, to be guest of honour at a school event. Even off-set against future fees or when the children’s children go to the school – a family could invest in their beloved school!
- **Go blue sky with your ideas, gain support and make it happen!**

If you need marketing or creative support for a Hardship Fundraise Appeal, then Reach out and [Contact us NOW](#) to discuss how we can help.

Please do talk to us... the **Marketing Advisers**, now or at some point in the future to see how we can help with advice and marketing guidance for your school.

Good Luck!



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