

## Diagnostic: Giving Days

Read each of the following statements and rate your program according to the scale below. Don't spend too much time thinking about each statement; your first instinct is usually the best one. If you're not certain, make your best guess or go with your gut instinct. If you don't think it applies, or if you feel neutral about it, rate it as 3.

*Strongly agree = 5   Agree = 4   Neutral = 3   Disagree = 2   Strongly disagree = 1*

1	Institutional leaders, campus partners, and the entire advancement team view giving day as an important and valuable initiative, and understand their role in supporting the event.	
2	Goals and expectations for giving day(s) are clear, ambitious, and realistic.	
3	A plan is developed 9–12 months in advance that includes specific timelines for activities, communications, and appeals.	
4	Key constituencies are engaged through the event, including alumni, students, parents, faculty, staff, friends, and affinity groups (e.g., athletics).	
5	Key donor segments are engaged through the event, including current, lapsed, and non-donors.	
6	The event helps to foster positive relations between advancement and campus partners, and it improves awareness about the importance and impact of annual giving.	
7	There are sufficient staff and budgetary resources dedicated to giving day efforts.	
8	It's clear who is in charge of running the event, and contingency plans are in place so staff and volunteers know what to do when unexpected issues arise.	
9	Technology and vendors meet the needs of internal and external stakeholders.	
10	Volunteers, advancement colleagues, and campus partners have clear roles and expectations, receive proper training, and are provided with tools to support their efforts, including graphics, talking points, and message templates for use in emails, texts, social media posts, and individual conversations.	
11	Challenges and competitions are used extensively to motivate donors and volunteers.	
12	The event has its own distinct brand, which is consistent with the institution's style guidelines and is displayed through print, digital, and video content.	
13	Multiple marketing channels, including direct mail, email, phone, texting, social content, digital ads, gift officers, and volunteers, are integrated to promote the event, and efforts are carefully coordinated so as not to conflict or overlap with other ongoing campaigns, such as capital fundraising, major giving, reunion giving, crowdfunding, #givingtuesday, and other special initiatives.	

*Diagnostic: Giving Days (con't)*

14	There is a dedicated website that contains event information, a donation form, and real-time updates during the day of the event.
15	There is a physical presence, both on campus and in important regions, on the day of the event that is balanced with a virtual one.
16	Donors are given the opportunity to give to areas that are important to them without diverting support for the institution's highest priorities.
17	It's clear how giving day gifts will be counted to avoid unintended overlap with preexisting gifts or pledges or cannibalization of other donations.
18	Taking additional volume into account, there are adequate systems and technology to promptly process and acknowledge gifts.
19	There's a plan to analyze and communicate results—and begin stewarding donors and volunteers—as soon as the event is over.
20	In addition to securing a significant number of donations within its designated time period, the event also contributes to an overall increase in annual gift revenue and donor counts for the year.

*Total:* \_\_\_\_\_