

IDPE Schools' Engagement Campaign of the Year

(Development within the school has been established for six years or more)



TONBRIDGE
SCHOOL

Tonbridge School – Tonbridge Giving Day 2023

Tonbridge's 2023 Giving Day raised £525,060. Since the 2021 inaugural event, the total raised by Giving Days for the bursary programme is £1.5 million and donors have increased by 77% since 2020.

Our aim was to:

Raise awareness of the bursary programme; engage our community; embed the topic of bursaries into school life and foster a culture of philanthropy. The theme of community and inter house competition inspired student, staff, parent and alumni involvement. Students were engaged with a 'Taskmaster' challenge to unlock £££ towards their House leaderboard. Nearly 700 local primary school children took part in fun on-site activities whilst other students and staff put in a hard day's work 'giving back' to our community partners with enrichment projects. This sustained fundraising momentum between peer led emails and social posts.

Over 36 hours, 596 community members donated, with 31% 1st time donors and 30% donating every year since 2021. Securing match funding of £150,000 provided credibility, sparked stakeholder interest and kick-started challenge gifts and donations.

Major donor, legacy and regular giving prospects were identified for future cultivation and there is a heightened sense of ownership of this project across the School. Giving Day is now an annual tradition in our calendar.

Supporting materials

[Thank you email](#)

[Countdown to Giving Day email](#)

[Taskmaster winner email](#)

Student video: [Engaging students with a Taskmaster challenge](#)

Bursary recipient video: [What a bursary meant to me](#)

Giving Day Thank you video: [Showing the impact our students have had in the community](#)
[Summary of community challenges](#)