



# GIVING DAY ACADEMY

## ON SITE WORKSHOP

Each Giving Day Pro partner with Amplo will receive an on-site workshop with one of our Giving Day experts. During this four-hour session, every member of your Giving Day team will learn the most engaging techniques and strategies to position your next Giving Day as the best one yet.

By the end of the day, you'll receive an Amplo certification and understanding of the Giving Day promotion schedule, ambassador engagement tools, technology integrations, and more!

### BENEFITS

- Building Team Confidence.
- Facilitate and understand the overall giving day process.
- Greater understanding of how the Amplo platform fits into your department's Annual Strategy.

Troy@AmploAdvance.com  
 206.285.0323  
 AmploAdvance.com/Giving-Day



### SAMPLE AGENDA

Introductions/ Topics----1pm  
 Initial GD Concepts -----1:15pm  
 Priority, Theme, Brand-- 1:30pm  
 Goals & Roles -----1:45pm

Amplo Platform Training----- 2pm  
 Ambassador Recruitment-----3pm  
 Ambassador Training-----3:15pm  
 Having a Consistent Message----3:30pm  
 Digital Marketing Schedule-----3:45pm

GD Schedule -----4:15pm  
 Data Integration &  
 Annual Strategy-----4:30pm  
 Final Wrap Up-----4:45pm



AMPLO LISTENS TO YOU & YOUR STRATEGY

DISCOVERY



DIGITAL CAMPAIGN PROCESS

AMPLO PROCESS



SUSTAINABILITY, RECAP, LEVERAGING DATA

RESULTS