



**FRAGILE X
INTERNATIONAL**

FraXI Giving Day

25th April 2024

01

What is a Giving Day?

Giving Days are a 24 hour fundraising marathon. It centres on inspiring collective giving to a cause, and raise a charity's profile.



03

How would we run the Giving Day?

We would create posts to share across our social media platform, and on our website to encourage Giving. We could use the #FraxiGD24 to grow the momentum of Giving Day. Within our post, we would include a link to the donate page on our website. We would then seek to write thank you letters for higher level gifts and steward donors by highlighting the impact of their gift.



02

Why the 25th of April?

The 25th of April is World DNA Day, which has important resonance for FraXI. We decided against 10th October, as X.X is about raising awareness, rather than fundraising. We have also chosen not to choose the 28th February, Rare Diseases Day, as there is already significant activity on that day, and we want to mark out a new, defined date for our Giving Day . . .

04

What is the purpose of a Giving Day?

Giving Day serves multiple roles: it helps us to deliver on our fundraising priorities, increase FraXI's visibility, increase engagement, and bring our community together.

