



KASC Kentucky Gives Day | Board Member Toolkit

Message to Our Board Members

Thank you for your continued commitment to KASC.

Your leadership plays an important role in supporting school leaders across Kentucky as they navigate the day-to-day realities of leading their schools and serving their students.

Through your voice, your network, and your support, you help extend the reach of this work and ensure more educators have access to the tools and guidance they need.

This toolkit was created to make it easy for you to share that impact, whether by starting a conversation, sending a quick note, or inviting others to take part in Kentucky Gives Day.

As a reminder, people are most likely to give because someone they know asked them. Your outreach truly matters.

Thank you for being part of this work.



Purpose

KASC is participating in Kentucky Gives Day to raise critical funds and increase awareness of the work we do to support school leaders across the state.

This is an opportunity to:

- Strengthen our impact
- Reach new supporters
- Reinforce the value of KASC across Kentucky

As a board member, your role is to help us extend our reach and bring this campaign to life through your network.

Your Role

Between May 1 and May 12, we are asking each board member to:

1. Make a personal gift (at any level)
2. Share the campaign with your network 2–3 times
3. Reach out directly to 5–10 people you know

Campaign Link

Please use and share this link:

<https://tinyurl.com/giveKASC>



Key Messaging

When sharing about KASC, you can use the following language:

- KASC equips school leaders across Kentucky with the tools, training, and guidance they need to lead with clarity and confidence
- We help principals and school councils turn complex requirements into practical, effective action
- We make it easier for schools to operate well, make strong decisions, and stay aligned with what's happening across the state
- We take the guesswork out of leadership so educators can focus on what matters most: students

Talking Points

If someone asks what KASC does, here are a couple of ways to respond:

Short version:

KASC supports school leaders across Kentucky by providing practical tools and training so they can lead more effectively and support their students.

Expanded version:

KASC works directly with principals and school councils, helping them navigate complex requirements, run effective meetings, and make confident decisions. They turn what can feel overwhelming into something manageable and actionable, so school leaders can focus on leading their schools and supporting their students.



Sample Email

Subject: Supporting Kentucky schools

Hi [Name],

I'm reaching out because I serve on the board of KASC, and we're participating in Kentucky Gives Day this year.

KASC provides school leaders across Kentucky with tools, training, and support they can actually use—so they can stay focused on leading their schools and supporting students.

If you're open to it, I'd love for you to take a look and consider supporting:

<https://tinyurl.com/giveKASC>

Even a small gift makes a difference, and sharing it with others helps too.

Thank you for considering it.

[Your Name]

Sample Text Message

Hi! I'm supporting KASC for Kentucky Gives Day. They provide tools and training for school leaders across Kentucky. Would love if you could take a look or share:

<https://tinyurl.com/giveKASC>



Suggested Timeline & Social Media Posts

May 6-7 Share the campaign and send initial messages

Post 1 - Proud to support KASC and the work they do for school leaders across Kentucky.

If you're able, take a look and consider giving:

<https://tinyurl.com/giveKASC>

May 8-10 Share again or follow up with a few people

Post 2 - School leaders have a lot on their plates. KASC helps provide the tools and support they need to stay focused on what matters most—students.

Support here: <https://tinyurl.com/giveKASC>

May 12 Final push on Kentucky Gives Day

Post 3 (Give Day)

Today is Kentucky Gives Day.

If you've been meaning to give, today is the day:

<https://tinyurl.com/giveKASC>

If you are planning to give, here are times on **May 12** when the donations will be matched:

7:00AM -8:00 AM ET

11:00 AM - 12:00 AM ET

5:00 PM - 6:00 PM ET

9:00 PM - 10:00 PM ET



KASC
LEADING THE WAY TO STUDENT SUCCESS

ON TRACK *for* IMPACT

KENTUCKY GIVES DAY
MAY 12, 2026

SUPPORT THE LEADERS SHAPING KENTUCKY SCHOOLS

SUPPORTING SCHOOL LEADERS ACROSS KENTUCKY | PROVIDING TOOLS, TRAINING & GUIDANCE THEY CAN USE | SO THEY CAN FOCUS ON WHAT MATTERS MOST: STUDENTS

YOUR SUPPORT KEEPS KENTUCKY SCHOOLS *on track for impact.*

LEARN MORE OR GIVE TODAY!
tinyurl.com/giveKASC

Optional Ways to Go Further

- Share why this work matters to you personally
- Encourage others to share within their own networks
- Consider offering a small personal match to inspire giving

Final Note

This campaign is about collective effort. When each of us reaches a few people, the impact adds up quickly.

Thank you for helping lead the way for Kentucky schools!



ON TRACK *for* IMPACT

KENTUCKY GIVES DAY
MAY 12, 2026

SUPPORT THE LEADERS SHAPING KENTUCKY SCHOOLS



SUPPORTING SCHOOL LEADERS ACROSS KENTUCKY



PROVIDING TOOLS, TRAINING & GUIDANCE THEY CAN USE



SO THEY CAN FOCUS ON WHAT MATTERS MOST: STUDENTS



YOUR SUPPORT KEEPS KENTUCKY SCHOOLS *on track for impact.*

LEARN MORE OR GIVE TODAY!
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Thank You!

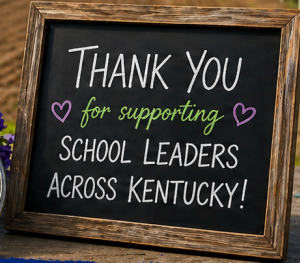
YOU HELP US LEAD THE WAY.



Your support keeps us on track to provide the tools, training, and guidance school leaders across Kentucky rely on every day.

Stronger leaders. Stronger schools.
BRIGHTER FUTURES.

We're grateful to have you with us!



TOGETHER, WE KEEP SCHOOLS ON TRACK AND **LEAD THE WAY** FOR KENTUCKY STUDENTS.

