



Co-production: working together to achieve your school's vision

Philip Britton

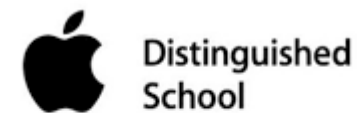
Headmaster
Bolton School

Laura Firth

Head of Development
Bolton School

Chair: Jessica Elzinga

#IDPE19

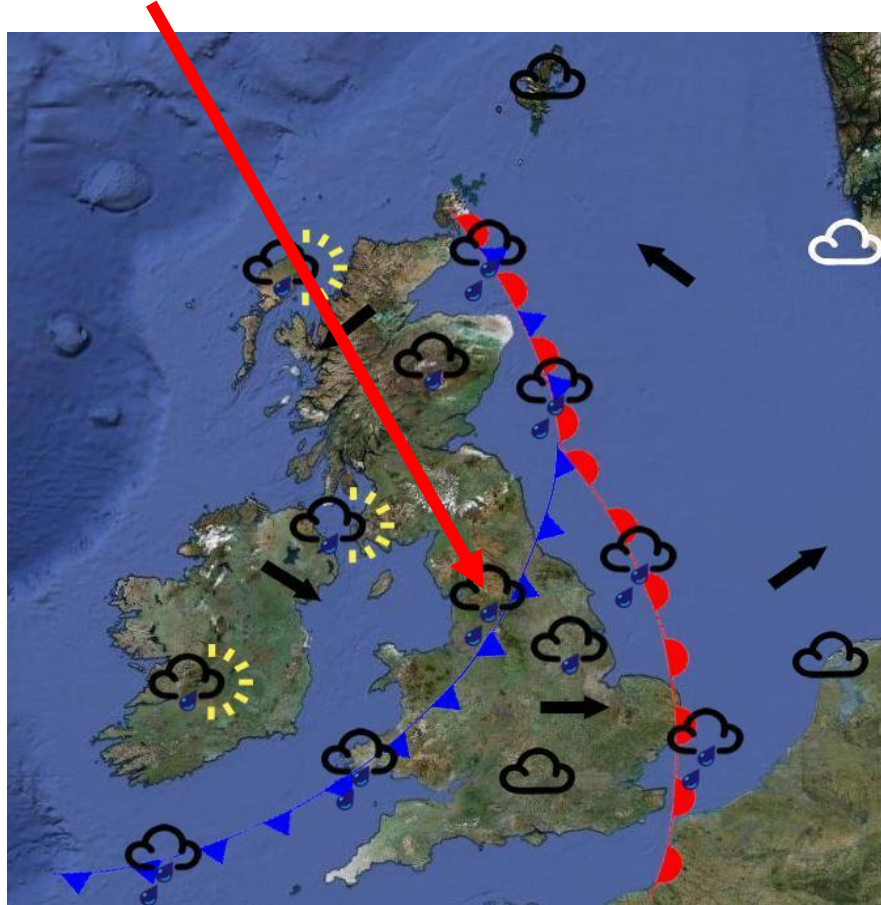


Recognized by Apple as a distinguished school for innovation, leadership, and educational excellence.



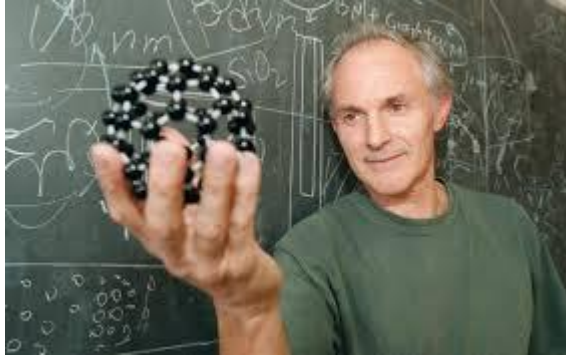
IDPE 2019 Annual Conference

Under the Rain Cloud...



... between Manchester
and the Moors

Social Mobility



From John Barton to a £30 million endowed Bursary Fund,
via soap, the Direct Grant and Assisted Places

‘The Ask’ ... from good feelings to hard cash



- Heads establish need, generate warmth, engage in meetings with donors, engage in follow through
- Head of Development deals with the money
- A natural division between principle and practicalities

Working Together - in Practice

- Development high on the Heads' agendas ...
- ... and allocated time and thought accordingly
- Individual approach to cultivation and stewardship – one size *doesn't* fit all



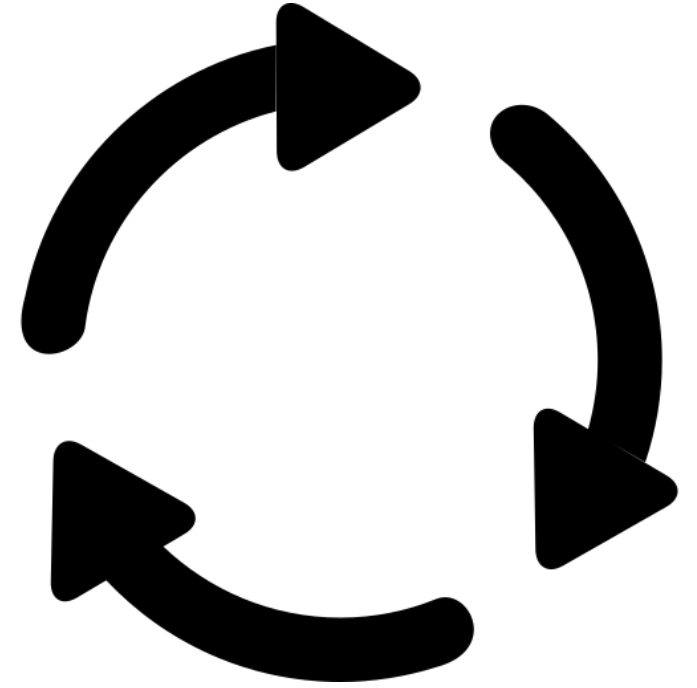
Who should receive a Bursary?

- What is the best investment for social capital?
- From entrance exams to character interviews ...
- Drive, Curiosity, Empathy

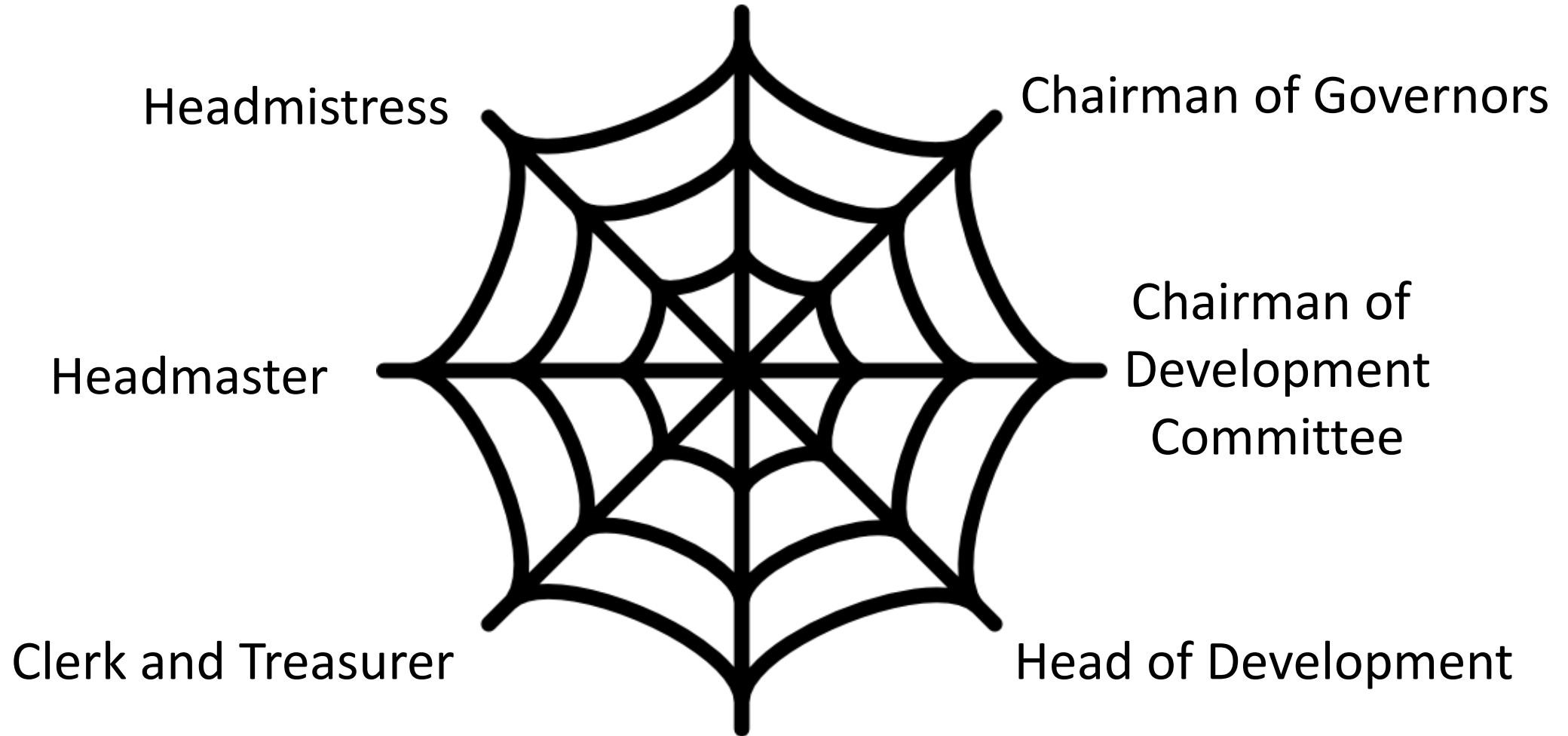


The Donor Stewardship Loop

- Major Donor asks structured around bursary 'price list'
- Donors then linked to bursary recipients
- Bespoke annual (and more) stewardship for Major Donors, forging a personal connection
- Further asks flow naturally from this structure



Only Connect – The Web of Internal Communications



Anniversaries and After

- Case for support linked the School's heritage with its long-term future
- Range of anniversary activities created a shared sense of celebration and pride
- Fundraising focus on Alumni and Major Gifts



Questions?



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