



Jas Chhokar

Society Manager

Reading School

Jas Chhokar has been at Reading School for over ten years, with just over three years, as Society Manager. The Society Office oversees, alumni relations, development and fundraising, marketing and communications and events for Reading School, a state grammar school for boys based in the Thames Valley area of Berkshire.

Jas was recently appointed IDPE Regional (South Central) VP, as she strongly believes that the IDPE provided her the lifeline she needed, when she first started her career in Development.

In this time, Jas has been integral in developing a comprehensive engagement and communications strategy to build strong alumni relations through online platforms, career support and reunions with a non-existent budget. Jas has grown the LinkedIn alumni members at Reading School from 249 to over 2,400 as well as promoting digital communications across social media platforms targeting key audiences. Jas has introduced the Reading School Alumni Society platform including creating roles for alumni ambassadors, legacy ambassadors and an Old Redingensians Medical Society to increase participation, regular communication, and events to deliver a lifetime of engagement.

During the first lockdown, Jas managed the Affinity campaign contacting over 300 alumni over the age of 65, offering support in various ways as well as running other whole school community projects developing community spirit.

Jas investigated and acquired the CRM package, best suited to Reading School and its budget, to continue to record, track and grow development and fundraising opportunities, as well as maintain key stakeholder relationships. In her first year, she generated an increase of 20% participation to the annual fund. Jas has gently introduced Reading School's Legacy programme, as well as promoting additional giving days throughout the year. Jas has developed a deeper culture of philanthropic giving from its whole community, including streamlining processes, cultivating relationships, and identifying potential prospects.





The school is currently working on plans to celebrate the school's 900th anniversary with events and fundraising in 2025. Jas's focus is on the launch of the major capital campaign to coincide with the 900th Anniversary in 2025, which will make the excellent Reading School education even more transformative in delivering world-class education to a wider community of pupils which includes growing our Futures Stories programme which supports students from disadvantaged backgrounds.

Jas has long-standing passion in promoting diversity, raising Mental Health awareness as well as promoting wellbeing.

Jas promotes the enhancement and advancement of the Reading School family through building relationships, engendering trust, and creating opportunities.

