

IDPE Schools' Fundraising Campaign of the Year

(Development within the school has been established for 5 years or less)



NOTTING HILL & EALING
HIGH SCHOOL
GDST

Notting Hill and Ealing High School – 1% method

The school did not have a development function for 10 years. Following a PFG report, we discovered that we had little potential for major donor cultivation. We were at a standing start in need of a novel approach to engage a cold parental community struggling in the face of a slowing economy.

Enter the '1% method' by which we invite parents to have 1% of their daughter's fees automatically added to their monthly / termly school bill (currently £18.52 per month). This creates a low level way for busy parents of modest means to give to Bursaries; it is sustainable and inflation-proof, attracting 43 donors so far, has a lifetime value of over £70,000 and a survey shows high levels of interest. It has a high ROI: rolled into the rest of our fundraising comms. plan, administered by our normal Fees team and serviced by one person on 0.4 FTE.

Through stewardship of these new donors we have developed mid-level donors and advocates. We will appeal to parents before their daughter joins the school and hold a Giving Day in July to raise awareness levels among the students and staff.

Supporting materials

<https://nhehs.gdst.net/community/support-us/>

<https://nhehs.gdst.net/news/>

[Endorsements](#)

[NHEHS-Parents-Form](#)

[Parents'-Leaflet](#)