

## IDPE Schools' Award for Ambition and Progress

(Development within the school has been established for six years or more)



### **Royal Grammar School, Worcester – The Power of People and Stewardship for Sustainability**

Following an external consultants' review, the team transitioned to 3FTE (from 1.5FTE). This included a Development & Alumni Relations Manager working strategically across the four RGS Schools to significantly boost engagement, enabling growth in fundraising.

- Pupil talks, assemblies, display boards around school and increased alumni career supporters have fostered a stronger sense of community and pride among students, cementing the Old Elizabethan identity.
- New events: "New OE Drinks" for recent leavers, the "Five-Year Reunion", and "Alumni Professions Groups" have proven highly successful, expanding reach and strengthening relationships, particularly with younger alumni
- Implementation of a communication strategy included launching the alumni engagement magazine, "Connected," a compelling "Change A Life" bursary campaign, an Impact Report acknowledging supporters, and a strategic social media plan
- Collaboration with Senior Leaders and Governors has produced clear, strategic bursary targets and philanthropic vision, crucial for donor messaging
- Access to bursary recipients has enabled unprecedented sharing of impactful first-hand transformational stories
- Parent inclusion has substantially progressed. Parents receive Connected electronically and fundraising literature. Parents received Giving Day communications with their support representing the largest proportion of gifts
- Donor stewardship too has achieved strategic clarity. The Foundation Director has time to focus on donor recognition, retention, and future support. From a Legators Lunch to our Drama Gala Night for regular donors, we have regular donor touch-points.
- Our inaugural Giving Day surpassed all expectations and marked a significant step-change for the School with regards to fundraising. 436 donors raised £108,788, reflecting the benefits of our new approach, funding nine new starters from September 2023

Building momentum and next steps:

- Holding our first ever OE Reunion Weekend
- Holding our second Giving Day to further increase our Bursary provision
- Increasing professional networking groups

## **Supporting materials**

[Case for support square December 2022](#)

[Connected Magazine 2023](#)

[Impact Report square Dec 2022](#)

[KPIs](#)

[RGS Worcester Giving Day 2023](#)