

IDPE essential development toolkit for schools seminar

Thursday 14 November 2019
The Caledonian Club, London SW1

Programme

Timing	Topic	Content	Speaker
10:00	Coffee and registration		
10:30	Introduction and objectives	Welcome and aims of the day Delegate introductions	Murray Lindo
10:40	Managing expectations	Definition of development How it relates to fundraising How we are measured Defining what is realistic Fundraising history Critical success factors	Murray Lindo
11:05	Setting up the office	Location Benchmarking for budget and salaries Roles Office strategy	Murray Lindo
11:30	Coffee/tea break		
11:50	Important relationships	Headmaster/Headmistress Governors SMT Staff and integration Alumni society decision makers Students Parents Alumni Existing and potential donors	Karen Hartshorn

12:15	Data and alumni relations	Databases Finding the lost Alumni relations Events Communications	Karen Hartshorn
13:00	Lunch		
13:45	Fundraising tactics	How: telethons, direct marketing, major gifts, legacies For what: annual funds, capital campaigns, bursaries Other sources: trusts, companies, parents	Phillip Rothwell
14:45	Coffee/tea break		
15:00	Roundtable session with a speaker	Break-out groups	All
16:00	Close		