

Parent power - practical fundraising steps for this important group of potential donors

Thursday 17 October 2019
The Caledonian Club, London SW1

Timing	Content	Speaker
9.30	Coffee and registration	
10.00	Introduction and objectives <ul style="list-style-type: none"> Welcome Housekeeping Speaker introduction 	Kate Jillings, Co-Founder, ToucanTech
10.05	The importance of Research & Relationships <ul style="list-style-type: none"> What types of research to consider to help decide your fundraising strategy? How to run parent focus groups (maybe an interactive exercise for the audience to suggest research questions, a parent video clip etc?) Managing relations with the PTA (and other parent groups) Creating parent advisors and ambassadors 	Rachel Hadley-Leonard, Fundraising Consultant (and experienced education marketing professional)
11.00	Coffee/tea break	
11.30	Funding a £1m Sports Hall - the steps involved <ul style="list-style-type: none"> Agreeing the fundraising strategy and how much to ask for Gaining buy-in in from the Head and Governors Deciding the best sequence of steps, starting with major donors Framing conversations with parents Introducing a 'grandparents' day Widening involvement at the end of the campaign with paving stone and bike ride appeals 	Nick Priestnall, Director of Development, Mill Hill School Foundation

12.30	Lunch	
13.30	<p>Pointers for parent engagement, with minimal resource</p> <ul style="list-style-type: none"> • The power of a new parent meeting with the Head at the start of each academic year • How to approach individual meetings/ calls with parent influencers • The difference between building support for an Annual Fund vs Facilities Development • Practicalities of managing comms and reporting admin in a low-resource fundraising team (i.e. one person!) • What not to do or things I've tried that haven't worked? 	<p>Pippa Blackstone, Director of Development and Alumni Relations, Tonbridge Grammar School</p>
14.30	Coffee/tea break	
15.00	<p>Data & Design for an effective parent campaign</p> <ul style="list-style-type: none"> • Database housekeeping - the basics for starting a parent fundraising campaign • Example filters and database tricks that can help save you time and track your donors better • How to come up with a powerful message and visual identity for your campaign • A typical set of marketing materials and how your message/ design needs to work for each (email vs. postal letter vs. social etc) 	<p>Sian Morley-Smith, Co-Founder, ToucanTech</p>
15.45	Questions and Answers	All
16.00	Close	