

More

Changing lives: yours and other people's

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Changing Lives: Yours and other peoples

HOW TO THRIVE IN YOUR NEW ENVIRONMENT & REALLY MAKE A DIFFERENCE - KNOWLEDGE AND EXPERIENCE FROM SOME OF THE SECTOR'S TOP PERFORMERS



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DEVELOPMENT DIRECTOR

ROYAL GRAMMAR SCHOOL, GUILDFORD

The Development Directors who are rocking it...

Sophie Whitworth @ The Hall School London

Sean Davey at Reigate Grammar

Simon Jones at Manchester Grammar

Murray Lindo at Wellington

Rachael Henshilwood at Eton

Val Bishop at West Buckland School

Amber Oliver at Blundell's

Simon Lerwill at University of Birmingham

Nick Priestnall at Mill Hill

Glen Fendley at GDST

And invaluable help from

Lucy Hayes and Rosemary Fisher at Perrett Laver (Executive Search)

Duncan Eaglesham and Rosheen Singh at Harris Hill



The Big Five

1. Culture
2. Making a difference
3. Plan
4. Voice
5. Skills

1. The Culture




“ *In schools people care in a way they don't elsewhere. People have huge personal buy-in – the challenge is to harness that for development & fundraising. The key is small steps.* ”

VAL BISHOP, WEST BUCKLAND SCHOOL

1. CULTURE

- Culture is all
- Hierarchical
- Schools are CONSERVATIVE & risk-averse: Slow appetite for change.
Slow to react = MANY discussions
- Fundraising & Development as an optional extra

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- What is yours?
 - Get the Head on board
 - Training
 - Use them to thank
 - Get another Head to influence
 - Stitch yourself in
 - Get access to SMT
 - Get involved with School life
 - Find a forum to update all staff
 - Thank everyone, every time
 - Share big wins
 - Walk the corridors
 - Understand School calendar



➤ Governors & senior volunteer Leadership

- Evidence based strategy
- Using peers (if needed)
- Power & influence
- Build your own board

➤ Support Yourself

- Build your own culture
- The power of a good moan
- Be inspired: IDPE
- Believe




“ *Be brave and confident
and patient...*

”

RACHAEL HENSILWOOD, ETON COLLEGE



2. Making a difference



“ You must have absolute clarity with your vision and moral purpose. You need self-belief, confidence and passion in all that you do to be true to that purpose and vision. ”


SEAN DAVEY, REIGATE GRAMMAR SCHOOL

The Question is: Do you have a need?

- Your experience
- Market-led economics
- Feasibility Studies

- Look at the books
- Talk & listen
- Success-envy


- Who cares?
 - Passion & moral purpose
 - Relevance (not what but why it matters)



“ Fundraising at its most simple is connecting donor passion with the needs of the charity, so take time to understand needs and passions. ”

SIMON LERWILL, UNIVERSITY OF BIRMINGHAM

3. The Plan



“ Heads in particular long for someone to tell them what to do rather than people always seeking guidance from them. ”

SOPHIE WHITWORTH, THE HALL SCHOOL LONDON

“Plan, Plan, Plan:

Short, medium and long-term and review every year”

SIMON JONES, MANCHESTER GRAMMAR SCHOOL

- Yours & theirs
- Becomes one...
- Make one and sell it
- Earn the trust



“

Prioritise. You can't do it all.

”

SIMON LERWILL, UNIVERSITY OF BIRMINGHAM

- PICK YOUR TOP THREE PRIORITIES. FOCUS. ACHIEVE. GO BACK & PICK THE NEXT THREE -

“JDFI”

4. Voice



“Establish your position and
the level of your voice at
the start.”

SOPHIE WHITWORTH, THE HALL SCHOOL LONDON

You...

- Your role as facilitator & trusted advisor
- Opportunity & ability to influence

The message...

- Clarity of vision
- Matches character, ethos and VALUES of the School
- Integrates with core School mission, vision and messaging
- 'University makes us what we are, school makes us who we are'
- Not what is good... why it matters....

It's all about the audience.

5. Skills

Tenacity

Strong influencing skills

Interpersonal subtlety

The confidence to be front-facing

Personal impact

Trusted advisor to the Head


Energy and resilience

Self-starter

LUCY HAYNES & ROSEMARY FISHER AT PERRETT LAVER

Skills

- Become a trusted advisor
- Personal impact... interpersonal subtlety... tenacity... influencing skills... energy
- PASSION: Take people with you
- Invest
- Loyal does not always equal capable
- But... small is beautiful (EF Schumacher)
- Database
- Data – quality and quantity



“Do not be apologetic! Be proud of our profession and what we are achieving. Those in education are transforming lives, it doesn't get much bigger than that. We have a lot to be proud of.”

RACHAEL HENSHILWOOD, ETON COLLEGE

Summary

- ▶ Understand your School culture
- ▶ Get involved
- ▶ Be patient
- ▶ Present solutions not problems
- ▶ Plan, plan, plan
- ▶ Unified messaging
- ▶ Invest in your database
- ▶ Communicate, communicate, communicate
- ▶ Listen to your donors
- ▶ Believe in yourself
- ▶ Build your own support network
- ▶ Be brave: get out there
- ▶ Celebrate your successes – Remember, you are changing lives.

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