

Empowering development: how the latest technology can transform your school's fundraising

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Blackbaud

Chair: Jonny Hylton









SESSION TALKING POINTS

- 1. Aims
- 2. What's changing in schools development and in technology
- 3. How technology and data (can) underpin core activities
- 4. Opportunities, risks and tips around technology choices
- 5. Q&A

BLACKBAUD INSTITUTE

FOR PHILANTHROPIC IMPACT







WHAT ARE COMMON CHALLENGES?





Data represented is based on a 3 month rolling average of YOY performance



TRACK THINGS

Alumni, parents, donors, trusts and foundations, companies ...

Contact details, relationships, employment, preferences, gifts, pledges, events, volunteering, memberships, interactions, notes, name formats, spouse details, interests, clubs ...

DO THINGS

Prospect management, proposals, email communications, thank you letters, invitee lists, segmentation, ask amounts, fundraising letters, Direct Debit processing, Gift Aid claims, geo-mapping, address validation, wealth screening ...

Our syste

Online giving, event registrations, peer-to-peer, directories, email sign-ups, mentoring, consent updates ...

DISCOVER THINGS

Who are my ten biggest donors with an interest in music? Which 2015/16 donors haven't given yet this year?

Which of my major gift prospects live within 50 miles but haven't been invited to one of our tours of the new library?

Whose pledges are overdue by more than three months?

Which alumni are practicing barristers in their 30s and may be willing to talk to pupils about a career in law?

Which of our alumni reunion attendees haven't yet paid for their £50 dinner ticket fee?

Why did giving rise by 90% this February compared to last?

How does the profile of donors to the sports pavilion differ from that of bursary donors?

Which new stories prompt the most click-throughs?

Are my team making enough face-to-face visits?

Who is talking positively about our school on Twitter? ...



















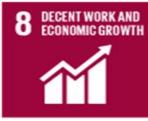








































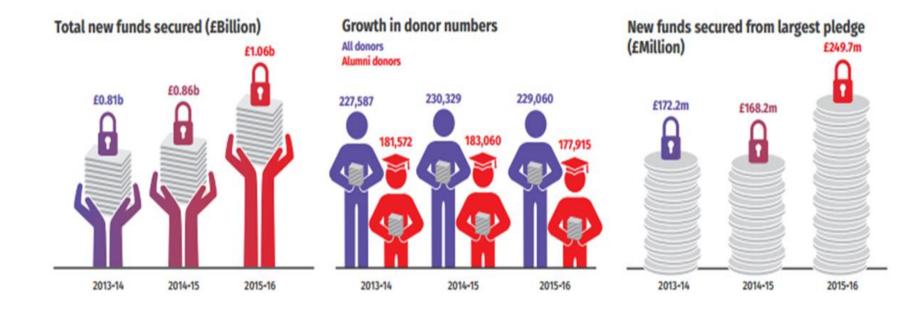








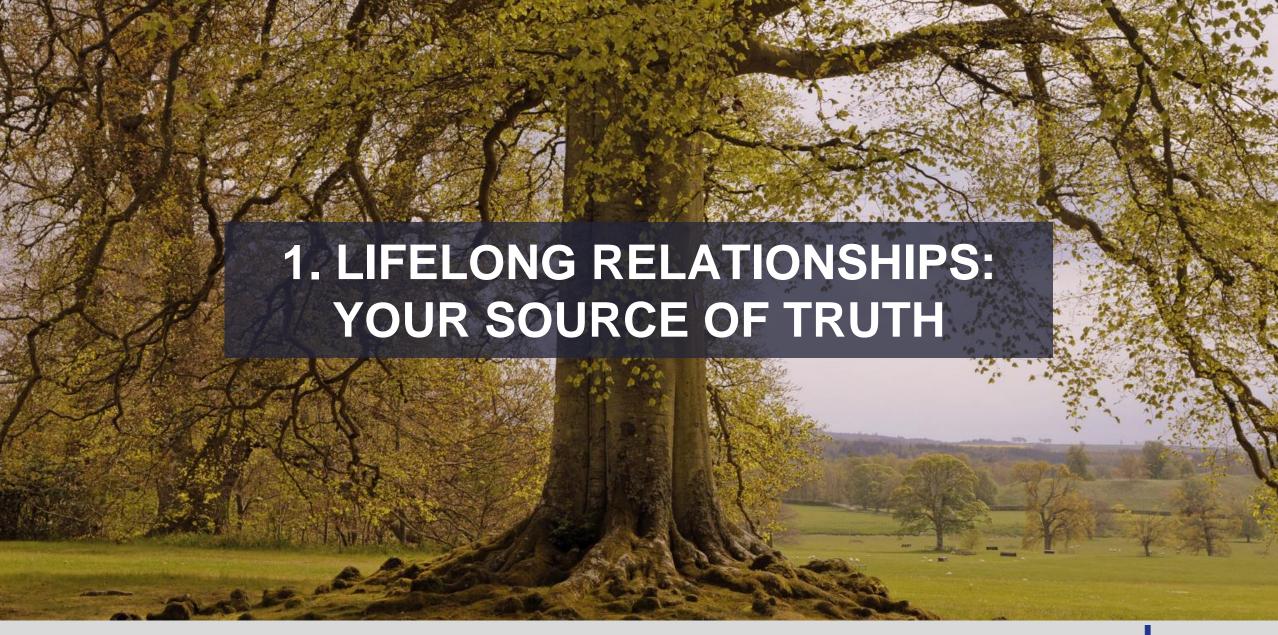
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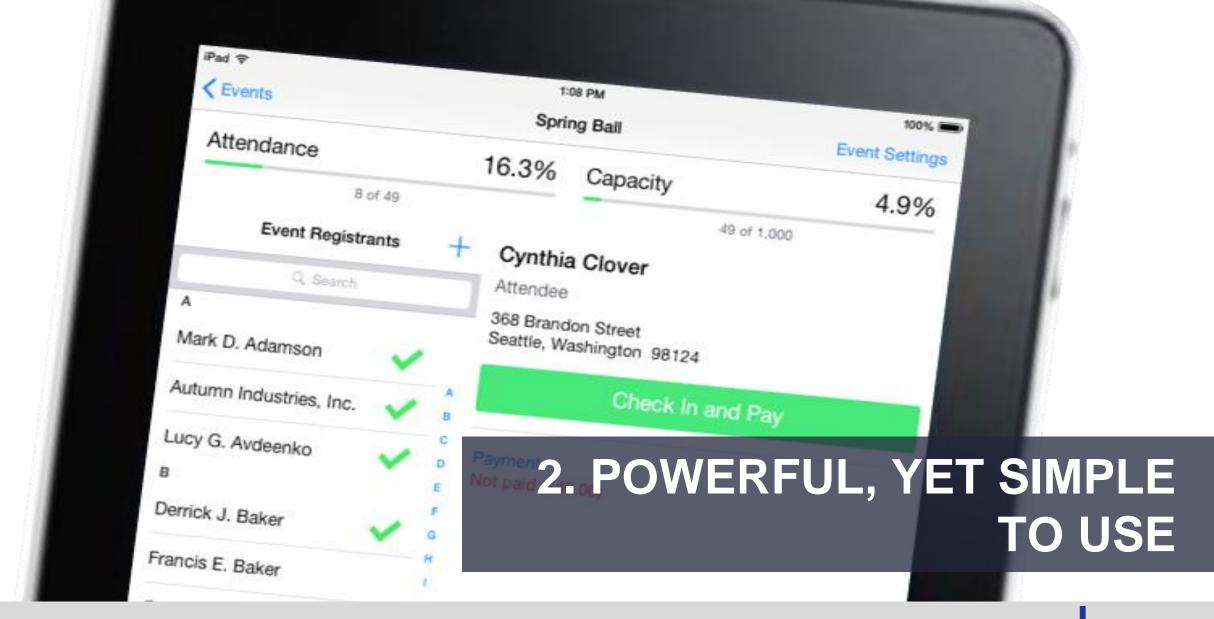
















Overview

Campaigns



£5,711.20

EMILY'S RUN FOR ROGER

Dulwich College

MY STORY

I am dedicating my first New York City marathon to my beloved father-in-law, Roger, who unexpectedly and sadly lost his life to cancer in August.

Having attended Dulwich College in London on a full scholarship, Roger went on to achieve much success in his rugby and business careers. Roger never forgot the opportunity that was gifted to him at a young age and was a staunch believer in the transformative power of sports and education. He was extremely generous with his time **Give Now**

Share



IDPE 2017 Annual Conference

Work Centre for Dan Keyworth Change fundraiser

Overview

Portfolio 28

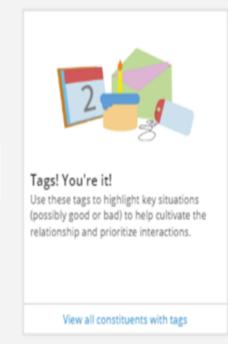
Gifts 763

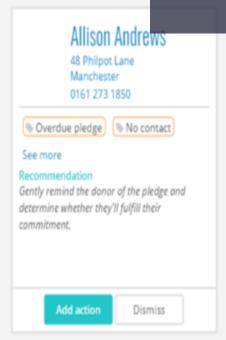
Actions 6

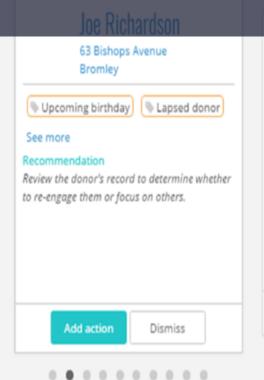
Opportunities 3

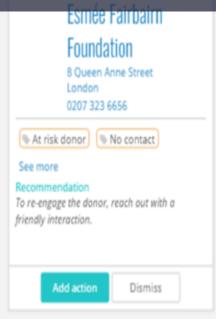
5. SMART ENOUGH TO PROVIDE ACTIONABLE FUNDRAISING

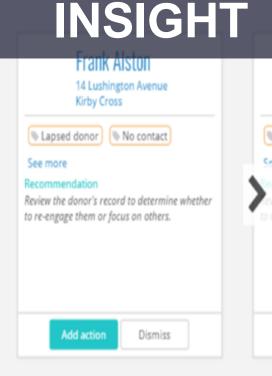
Needs attention











View all constituents with tags





hertford360 is a global challenge for a global network

Team Hertford will be virtually circumnavigating the globe - 40,075km - to raise £300,000 for student support. Whether you cycle, run, swim or walk, how far will you go for #TeamHertford? Read more









- 1. A reliable repository of data (aka long-term staff)
- 2. Access beyond the development team (aka extra staff)
- 3. Driving processes (aka more effective staff)
 - 4. Automating processes (aka more efficient staff)
 - 5. Providing insight and answers (aka virtual staff)

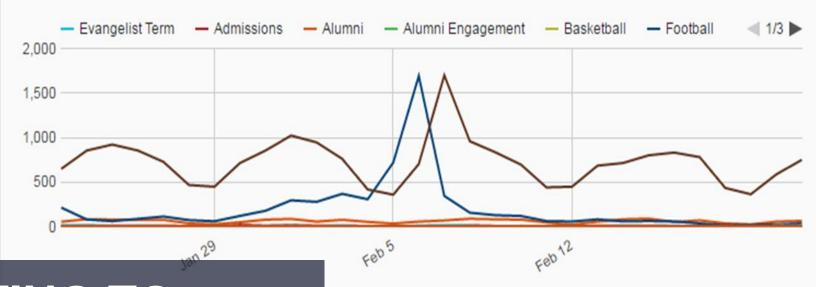




Your network reaches over

692,849,300

people via 31,275 contacts matched on 104 different networks averaging 22,153 connections each



S

1. ARE YOU GETTING TO WHERE YOUR SUPPORTERS

ARE?unfollowed contacts

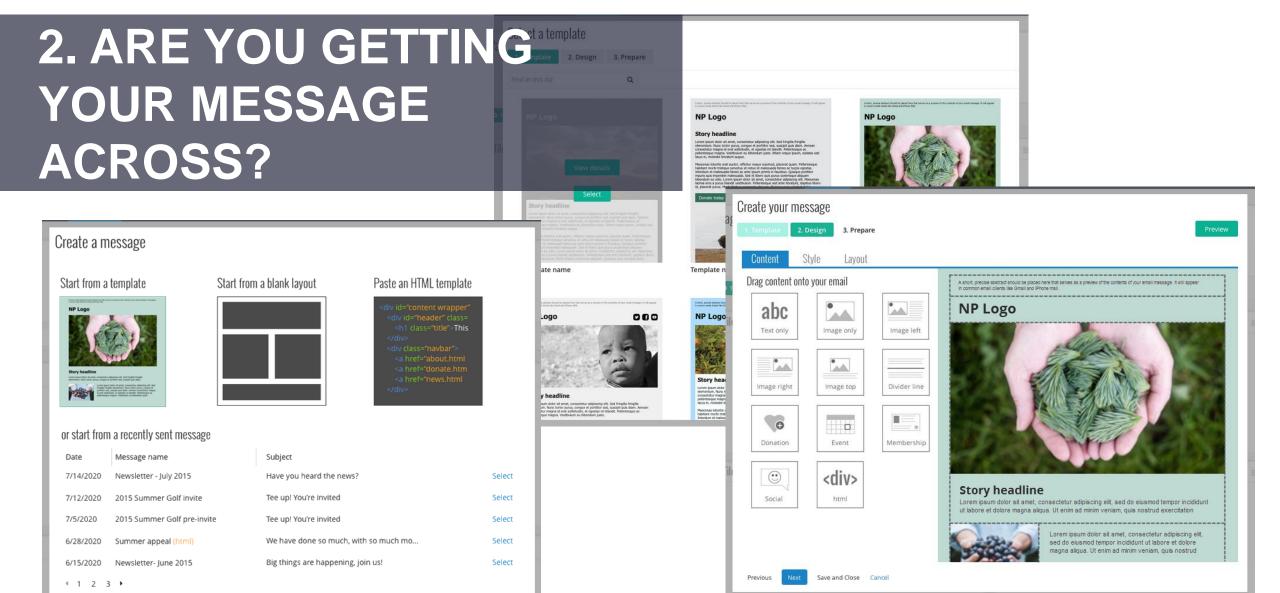
reach **34,586,465** people

Take O2m to follow them »













IDPE 2017 Annual Conference



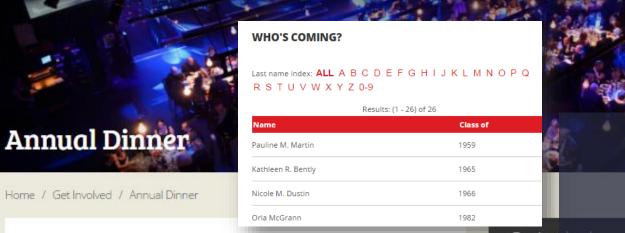












Please choose your registration(s)



2 Register

3 Finish

QUANTITY AND PRICING

Annual Dinner

Gala Dinner events to celebrate, reward and engage major donors and high-profile advocates, and champions of our service. The evening event will feature a four-course meal. The evening will include the presentation of awards and acknowledgements of major contributes - and presentations demonstration the great impact made to mission delivery. The dress code is black-tie. There will be entertainment and speakers on the event's theme.

11 May 2017 at 19:00

0 •	Individual	Attendees: 1	£ 20.00 ea.
0 *	Couple	Attendees: 2	£ 35.00 ea.
0 🔻	Table (seats up to eight)	Attendees: 8	£ 150.00 ea.



recent graduates.



THANK YOU FOR YOUR SUPPORT

BURSARIES

GET INVOLVED

IDPE 2017 Annual Conference

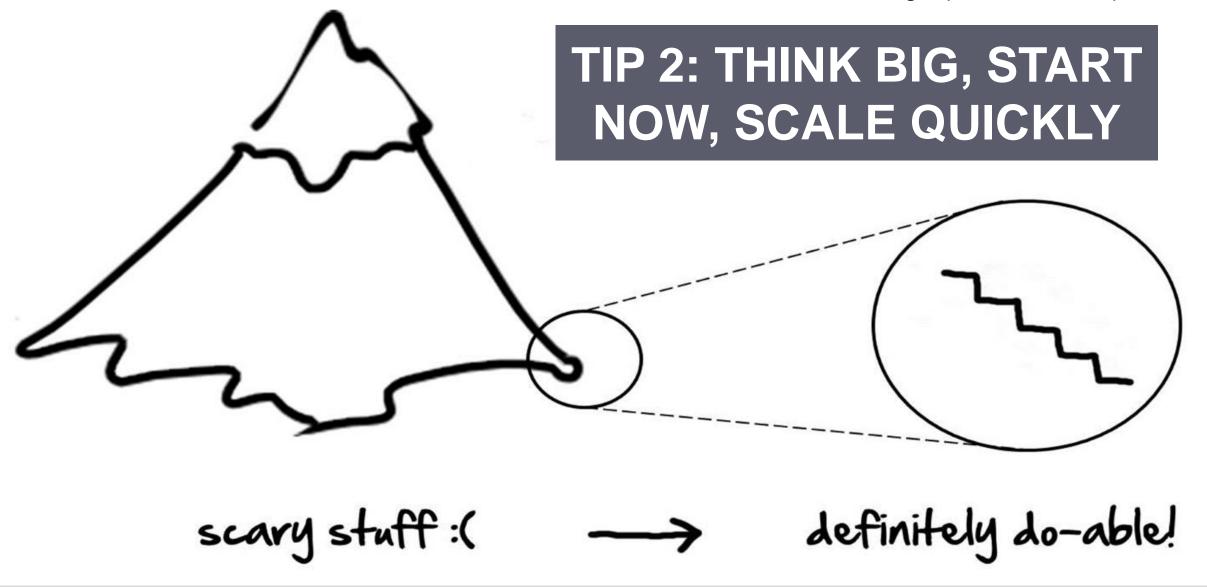


What you gave Imperial in 2017?

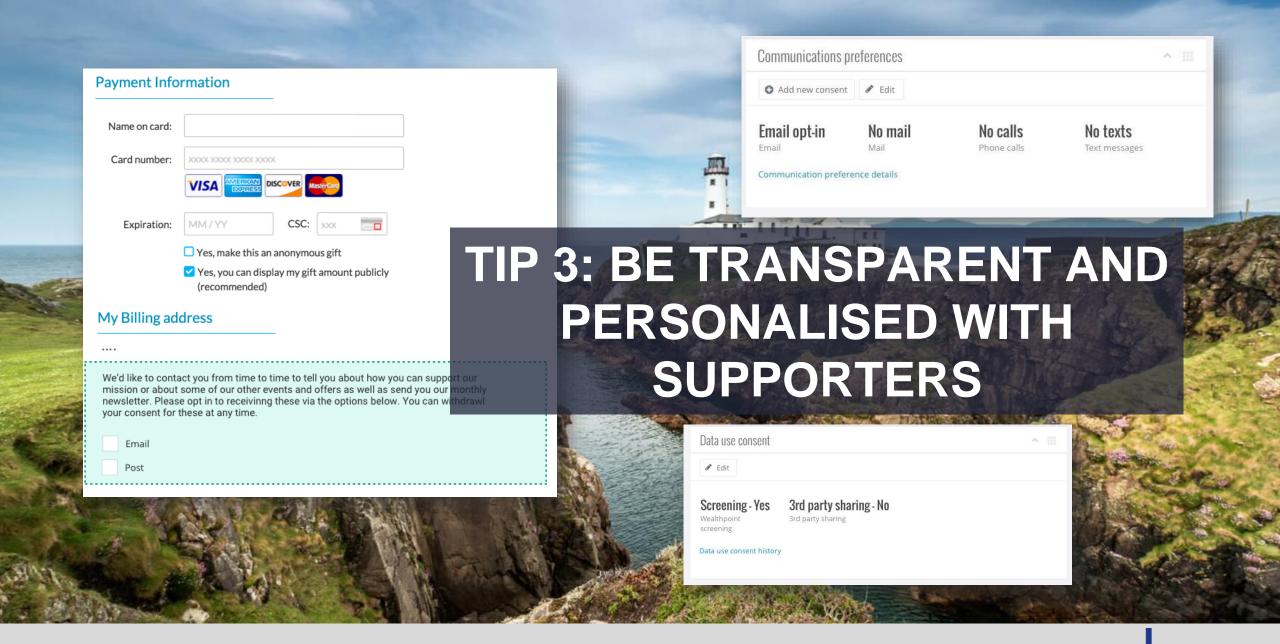
Welcome to the very first Imperial Giving Day. For 24 hours we invited everyone with an Imperial connection, anywhere in the world, to celebrate our fantastic global community. Whether you were a student, alumnus, member of staff, parent, friend, or had any other connection with the College, this was your day to let us know what Imperial means to you. You used #GiveImperial to share your thoughts, pictures, videos, memories, and advice, on social media, and made a donation to support the future success of Imperial College London.













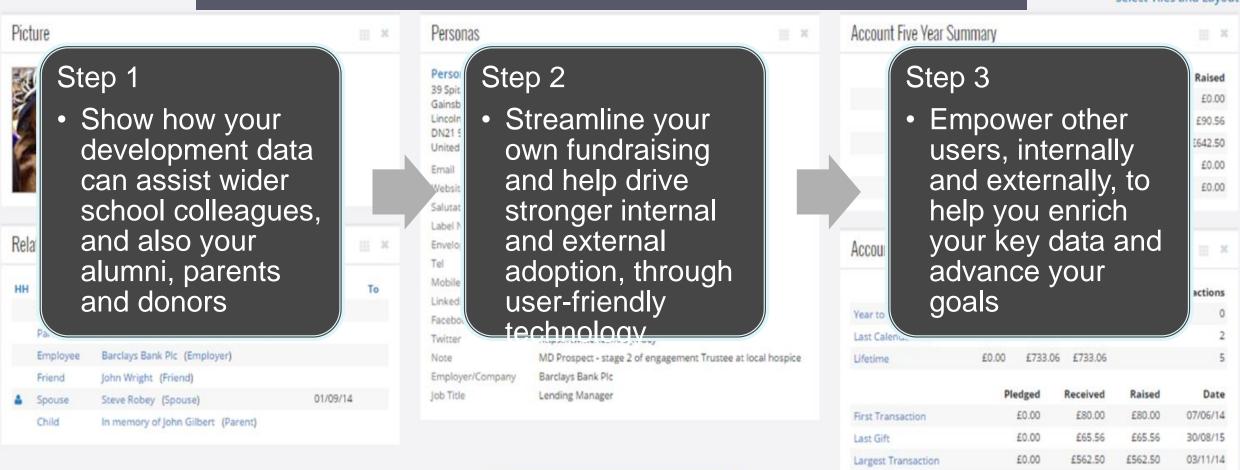


Home Personas Relationships Journal Acco

THREE STEPS TO LONG-TERM
SUCCESS

Constituent Account Number: 54

Select Tiles and Layout







Mr Mark G. Adamson

Preferred name: Marcus

Mark is a long-term loyal s next event.

A SIMPLE REMINDER CHECKLIST

Alumni
01/01/2002 - Present
Parent
Platinum Prospect
17/03/2016 - Present
and 4 more

Membership
Family / Joint Friend
Active 21/03/2018

Tech essentials for fundraising Notes and actions **Lifelong relationships:** Note - Alumni No source of truth Powerful yet simple to use Valued from DO to Head **Teacher** SENT: 15/03/2017 10:44:48 Online and social Email (Assigned t engagement √ 15/03/2017 Smart enough to provide insight Lunch Meeting -□ Connected with the wider 01 School Conference

Is your technology getting... Giving ☐ You where your supporters are? receive ☐ Your message across? You to the tasks that matter? 06/09/20 Building ☐ Out-of-the-box best practice to you? 45 Records **□** You untangled from IT? ☐ You on the road to compliance? ☐ It right for you, alumni and donors?











"eTapestry is absolutely perfect for our size of school, and I know it has the capability to grow with us as our development activities extend and diversify. I would recommend it without hesitation





"It makes life so much easier having a good fundraising solution in place, I absolutely know we made the right choice with eTapestry!"

its 500th year THANK BYOU a fundraising events HANK BYOU

Dan Keyworth, Director for

Customer Engagement -

Education and Foundations,

Blackbaud superb. The ability to quickly see how much a

(International Markets Group)

dan.keyworth@blackbaud.co.uk

'NXT is superb. It saves me time both in the office and in the field, which will definitely save









Free Resourceshttps://fundraising.blackbaud.co.uk/GD

When it comes to preparing for GDPR, we're right there alongside you.

Whether you're just getting to grips with all the acronyms, or you're already moving to an opt-in only model of consent, we've got a regular stream of best practice advice, tips and guides to help you through to May 2018 and beyond.

Blog: Higher Education and Schools

GDPR + Technology + Data = Mission Success

May 2017

GDPR presents a unique opportunity for the advancement sector to revisit goals and maximise the collective benefits for institutions and supporters alike. Dan Keyworth discusses how technology should empower you, not just to comply, but to deliver progressively

PLEDGE





PR/