



More

From 500 to 5000: building alumni engagement on a budget

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From 500 to 5000 Building alumni engagement on a budget



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Presentation summary

- Exeter School and my roles
- Setting up alumni office; aims/budget
- Timeline
- Building engagement in Years 1 to 3
- Challenges
- Some practical tips
- Where next?







Setting up the alumni office aims and budget

Aims:

- > To market the school's brand and its successes to past pupils
- ▶ To significantly enhance the school's communications with its alumni
- To develop a network of alumni to support the school's career and extra-curricular programmes
- To produce a fundraising strategy to increase provision of bursaries
- **Budget**
- > Staffing, magazine printing/mailing, events, CRM (in Year 2), training





Timeline to build engagement

Year 1: 2013–2014 Set up alumni office

▶ Year 2: 2014–2015 Start events, install CRM

Year 3: 2015-2016 Establish sustainable events cycle and support school careers programme

Year 4: 2016–2017 Quiet phase of fundraising

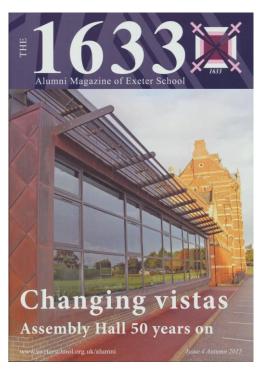




Year 1 - 2013-2014

- Database clean-up, back-fill and PIF
- Reposition Old Exonian Club
- Social Media: alumni website, LinkedIn and Facebook
- Launch alumni magazine









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Archive

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Eight free places on offer at Exeter School Three for 11+ and five for 16+ 05/05/2017



OE works with Exeter School on food allergy research Junior and Senior School 04/05/2017



14 medical offers for Exeter School 1 Vet, 2 Dentists and 11 Medics 03/05/2017



Exeter School matron runs sixth marathon for charity London marathon in aid of Hospiscare 02/05/2017



Geographers inspired by sustainable aims Can Exeter become a sustainable city of the future? 28/04/2017



Year 2 - 2014 - 2015

- Build events programme
- Enhance OE day / dinner
- Establish careers support programme
- Build database













Year 3 - 2015 - 2016

- Sustainable events cycle; approx. 18 events / year
- Careers days/Careers week
- Digitalise archive (on-going)
- Expand merchandise
- Tours of school
- Special events











Building engagement - some challenges

Your alumni:

- Understanding "ethos" of your alumni (types of event/engagement)
- Finding reasons for alumni to re-engage and finding "lost" alumni
- Making them feel welcome, involved and valued
- Separating friendraising from fundraising in their minds

Your School:

- Getting SMT and staff on side pastoral, sport, academic
- Ensuring stewardship
- Organising effective events at school
- Finding affordable off-site venues
- Keeping track (CRM) and GDPR





Building engagement - practical tips

- ▶ Have a vision 2/3 year plan
- ▶ Keep everyone informed (website, magazine, Facebook, LinkedIn, flyers)
- Range of events to suit different ages and constituencies
- Link your alumni to school needs (find out school needs!)
- Use alumni links to find more alumni
- Encourage interest in archives and donations
- Tours get alumni into school
- Making alumni feel warm and welcome (e.g. small gifts)
 - Range of merchandise
 - Range of gift cards and use of letters (art competition)





Points to look out for

- Have a vision clarity of vision; consistent message
- Have a plan
- Make time
- Get out there (in school and out of)
- Events don't always work as you expected
- School culture and ethos can vary across decades!
- Earn trust





Review - measuring engagement

- Magazine mailing / emailing
- Attendance at events
- Visits to school and tours
- Help with careers
- LinkedIn group
- Facebook
- Where next?
 - GDPR issues
 - Sustaining engagement





Questions

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