



#IDPE17

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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Alumni News



[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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