



JUST ADD A LITTLE DIVINE INSPIRATION

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Differences ...

- ▶ 500,000 databases £40m
- ▶ 120 to 1
- ▶ Global audience to School-only audience
- ▶ Financial years to School years!
- ▶ Identity and emotion



THE CHALLENGE







Manna from heaven?

- ▶ 5,000 records
- ▶ £2.1 m capital raised 2009–12
- ▶ 80% value from parents
- ▶ Peak then trough
- ▶ <3% gave in 2014
- ▶ Low understanding of development



THE APPROACH

10 Commandments + 1 Miracle

1. Plan
2. Create a campaign identity
3. Draw on emotion
4. Tricks of the trade – technique wins
5. Reward
6. Recognition
7. Analyse and re-plan!
8. Value v volume
9. Differentiate through service
10. Steward

Plan, plan, plan

St Catherine's School, Bramley Chapel Fundraising Strategy - December 2014

Purpose

This purpose of this paper is to lay out the strategy for the Chapel Campaign with view to raising funds towards a £150,000 target from 2015 to 2016. It will be used as a planning document to deliver the Campaign.

Contents

The fundraising need	
The fundraising opportunity	
The fundraising proposition	
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Fund management	
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Campaign Plan and Schedule

2014

- NN Oct memories piece
- Magazine full page pre-launch editorial
- Memory responders personalized Christmas card
- Noticeboards Prep and Senior – staff awareness

2015

- Jan-Feb – direct mail/html email development
- March – Launch Assembly with Benji
- March – Memories launch – short video/set to choral music/girls artwork/memory quotes
- March – Chapel Noticeboard re-purposed for Campaign
- March – Confirmation Service – request for donations to parents
- March – Launch to parents at Guildford Cathedral, grils' speeches, collection to Chapel Fund, handout leaflets.
- April – Non Nobis insert + editorial
- April – Spring Service with PREP School – talk & appeal
- April – targeted mailing, to include bookmark – Hebrews quote + One of the Windows (die-cut top) – promo this to alumni
- April – June – series of concerts, Chapel tours weekly drop-in
- March onwards – stewardship materials
 - Thank you notes from pre-prep 'I love Chapel because' – drawings
 - Set of cards for legacy gifts
 - Honour roll format – offline and online
- July – Speech Day push/retiring collection
- September – 2nd wave push, parents and alumnae
- September – PTA second commitments to Chapel
- Oct – Nov – Gala Day concert promotion
- Oct – Christmas cards of Chapel – for purchase in Shop/Online
- Nov – Magazine 14 Campaign Update and ask
- Dec – Music Exams candidate promotion

Campaign identity



Draw on emotion

- ▶ ‘Memories’ idea
- ▶ Informed the proposition
- ▶ Played back what donors valued
- ▶ Donors self-identified
- ▶ Fascinating social history

1940s



I was confirmed in 1943. Clothes were rationed but, by tradition, we should wear white! It was fun trying on white dresses bought out each year. I won't say who did this but on our last night someone extinguished the everlasting light! I really enjoyed the choir and the peaceful feeling in the chapel and have many special feelings for it.

Lady Marion Morris (née Sinclair), 1948



Chapel in my day meant a great deal each day and twice on Sundays, my confirmation by the Bishop of Guildford was totally inspirational. Miss Symes stood at the chapel entrance to answer any questions we had. I asked her what "fornication" meant in the Litany - I knew the answer of course, she replied with "it's a sin to do with marriage. You'll learn when you are older."

Jane Shenfield (née Goodman), 1947



Support your...

WHEEL WINDOW VALUE

Our beautiful, wheel window at the front of the Chapel, catches the morning light and illuminates girls' thinking on dull days. Designed by Mr Tower and produced by C E Kempe it was originally installed in 1922 for £215 and the spokes of the wheel represent the Gifts of the Spirit according to Isaiah XI.

These gifts or values hold as true today as they did when the coloured melted glass took form. Perhaps one of these values guides your life today or one holds true to you as an important priority in the modern world.

Make your values known **£500**



"The light on the stained glass windows, the polished brasses, the warm glow of the wood and the smell of polish. The Chapel was my salvation. The only place where there was peace and beauty. Where there was music. Where we could be still and silent and think."

S LOVE, 1983

Sponsor your...

A stop is a group of pipes that play together to create a tone. These pipes vary in length from one foot to sixteen feet. Our Organ has 10 stops to choose from – each creating its own unique sound.

...£2,500

Great Organ:



Swell Organ:



Pedal Organ:

Stop sponsors will have the opportunity to have an introduction to the organ by one of our Organ Scholars. You can open your stop and enjoy the atmosphere of the Chapel filled with a low powerful sound, loud uplifting timbre or beautiful expressive resonance depending on your chosen stop. There will be a maximum of two sponsors per stop, secured on a first come first served basis.



CARAGH BENET, ORGAN SCHOLAR, 2014

"When I play I am in a completely separate bubble from everywhere else.."

JOANNA PHILLIPS, ORGANIST, 2015



Sponsor your sound

■ Low & **LARGE**

– the Pedal Organ pipes **£1,000**

■ Low & **LOUD**

– the Great Organ pipes **£500**

■ *Expressive*

– the Swell Organ pipes **£250**





YES, I would like to support The Chapel Fund

To protect and preserve a space of calm reflection and peace.

☐ I would like to make a gift to
The Chapel Fund

£ _____

☐ I would like my gift to be
acknowledged as (eg Mrs Harvey)

☐ I would prefer to remain anonymous.

▶ I would like to support one of the
values of the wheel window at
£500 each (please tick)

- | | |
|--|---|
| <input type="checkbox"/> Knowledge | <input type="checkbox"/> Faithfulness |
| <input type="checkbox"/> Righteousness | <input type="checkbox"/> Wisdom |
| <input type="checkbox"/> Counsel | <input type="checkbox"/> Might |
| <input type="checkbox"/> Understanding | <input type="checkbox"/> Fear of the Lord |

▶ I would like to sponsor the following
sound(s) (please tick)

☐ Low & **LARGE**
– the Pedal Organ pipes **£1,000**

☐ Low & **LOUD**
– the Great Organ pipes **£500**

☐ *Expressive*
– the Swell Organ pipes **£250**

▶ I would like to sponsor the following
Stop(s) at **£2,500** (please tick)

Maximum of 2 sponsors per Stop

Great Organ:



Swell Organ:

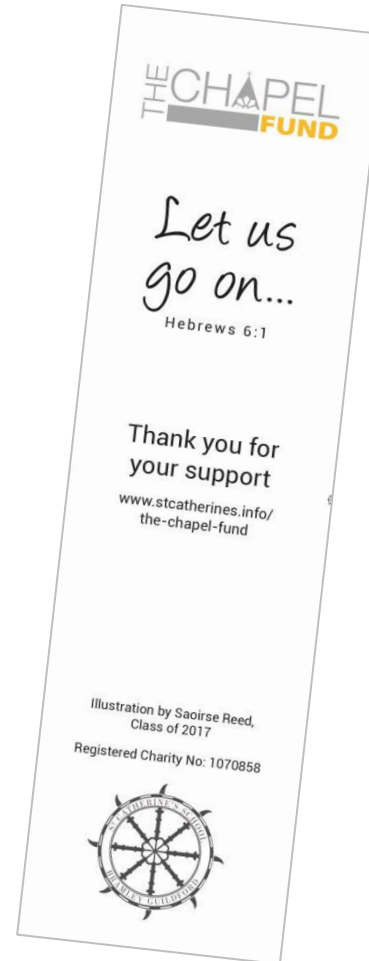
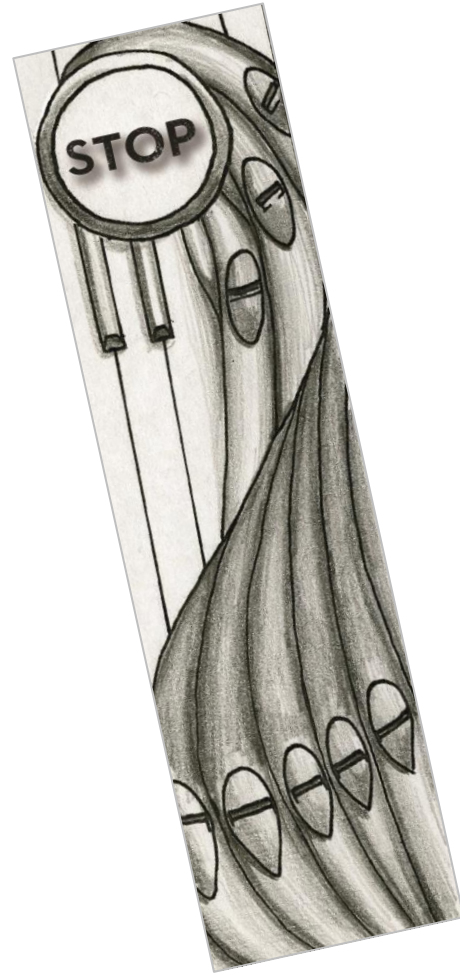


Pedal Organ:




Now please turn over and complete your preferred method of payment. Thank you

Reward




Recognition



The header of the St Catherine's, Bramley website features a large photograph of the school's main building, a large red-brick structure with multiple gables and a central tower. Overlaid on the image is the school's name 'St Catherine's, Bramley' in a white serif font. To the right of the name are social media icons for Facebook, Twitter, and LinkedIn, and a search bar. Below the image is a green navigation bar with white text links: HOME, WELCOME, ADMISSIONS, SENIOR SCHOOL, BOARDING, PREP SCHOOL, ASSOCIATION, and CONTACT US. Below the navigation bar is a yellow banner with the text 'Home > Welcome > Development > Donors to the Chapel Fund' on the left and 'Cookies Policy', 'Send to a friend', 'Print this page', and 'Sitemap' on the right.

Donors to the Chapel Fund

THANK YOU FOR YOUR SUPPORT - DONOR LIST 2014 -2015 | DONORS TO THE CHAPEL FUND



STOP SPONSORS

- Caragh and Lucia Bennet – 8 Open Diaspora
- The Burne Family - 8 Claribel Flute
- Mr and Mrs Corrie - Principal
- Emily Nott – Lieblich Gedact Swell 8
- The Panter Family - 8 Dulciana
- Mrs Alice Phillips – 8 Cornopean Swell
- The Prep School PTA - 8 Dulciana
- The Senior School PTA - Principal

SOUND SPONSORS

Low and Large

- The Fleming Family
- Patricia James
- Jane Kemball

Low and Loud

- Mr and Mrs Kenneth Chan
- Mr and Mrs James Garthwaite
- Frances Goff
- The Goodchild Family
- The McMonigall Family
- Lady Marion Morris
- Anon

Expressive

- Mr Murray Campbell
- The Crouch Family
- The Horan Family
- Patricia James
- Jill Lve

THE CHAPEL FUND SUPPORTERS

- Vic Alexander
- Mrs Gillian Allen
- Anne Angus
- Carol Ayton
- Revd Frances Bach
- Mr and Mrs Bagley
- Miss Bartholomew
- Mr and Mrs Bateman
- Beth Bathurst
- Mrs Patricia Bento
- Simone Berry
- Annabelle Blake
- Mr and Mrs Boyes
- Deborah Bowen
- Mrs Jenny Bristow (Newman)
- Mr David Brown
- Nan Brown
- Heather Bryn-Thomas
- Mrs Louise Buckley
- Mrs Jill Buist (Wylie)
- Angelique Burns
- Davina Byrne
- The Cassar Family
- N. J. Chatfield (1985 ES-U Scholar)
- Kay Chaventré
- In Memory of Sarah Clayton
- Judy Corben
- Netty Creswell
- Gill David

Pla

1940s



I was confirmed in 1943. Clothes were rationed but, by tradition, we should wear white! It was fun trying on white dresses bought out each year. I won't say who did this but on our last night someone extinguished the everlasting light! I really enjoyed the choir and the peaceful feeling in the chapel and have many special feelings for it.

Lady Marion Morris (née Sinclair), 1948



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Jane Shenfield (née Goodman), 1947

THE CHAPEL FUND 2015

ROLL OF HONOUR

ORGAN STOP SPONSORS

& Open Quaspara, Caragh and Lucia Bonnet
& Christel Fitch, The Burns Family
Principal, Mr and Mrs Carr
Lublich, Gideon Swell's, Emily Nott
& Juliana, The Parter Family
& Cornopsean Swell, Mrs Alice Phillips
Principal, The Senior School P.T.A

ORGAN SOUND SPONSORS

LOW AND LARGE

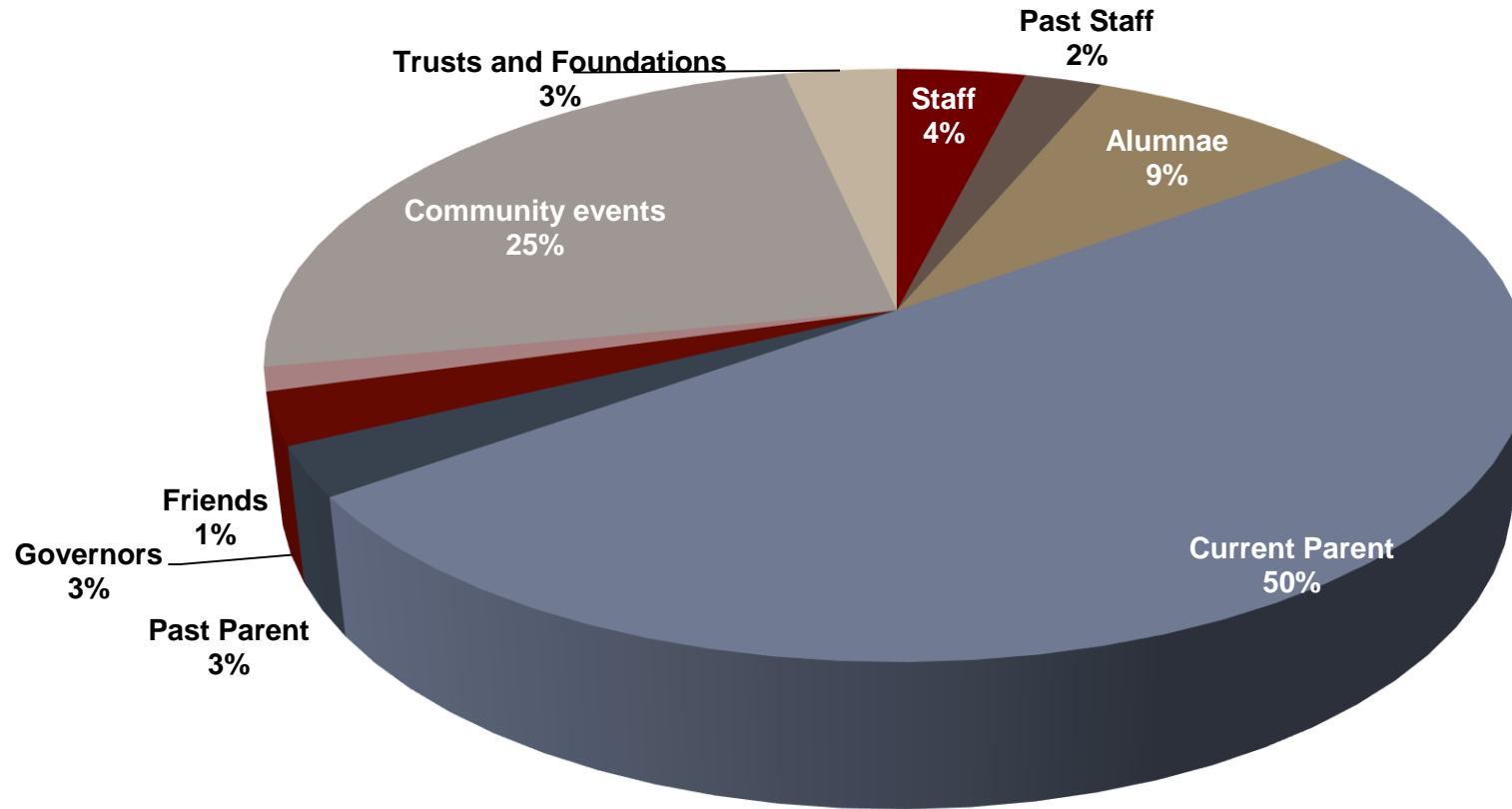
COUNSEL

Pippa Carr
Jill Cochran
Megan Roberts

FAITHFULNESS

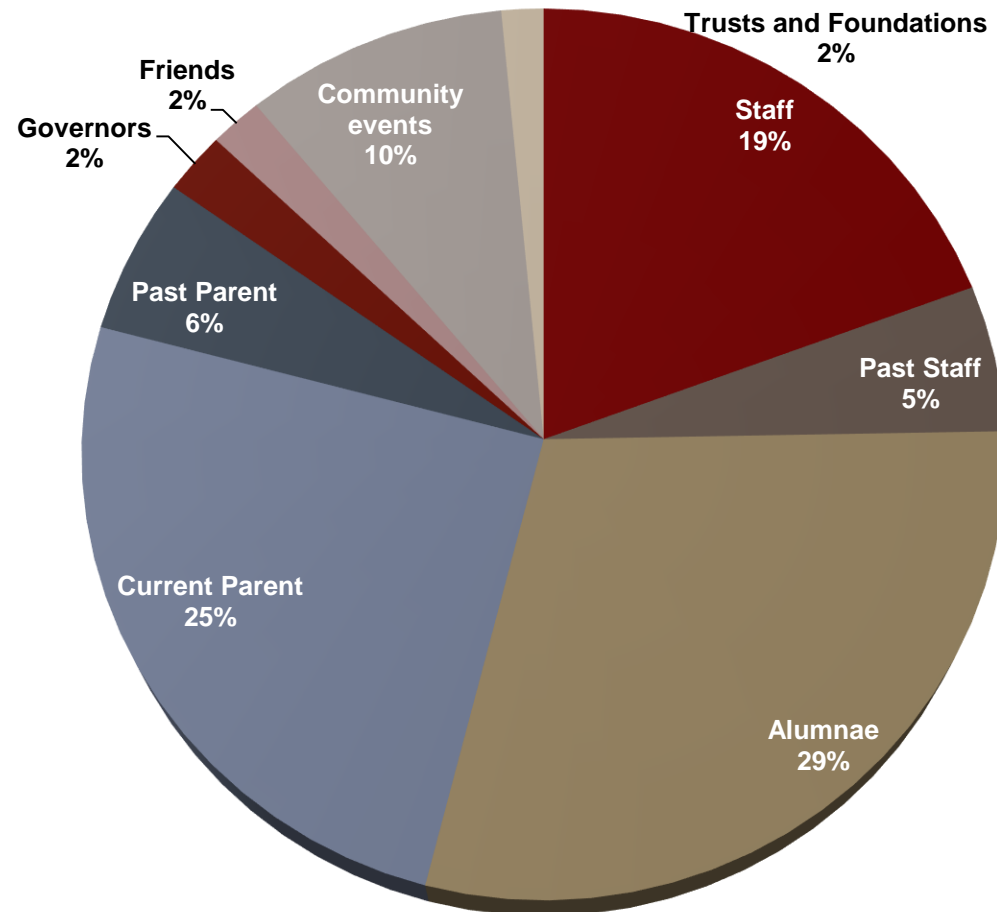
Anonymous Donor
In memory of Reverend John Bryan Thomas
(Eucharistic Chaplain, 2011-2012)
The Carrs Family
The Eve Family
Thomas Gurney
The Gurney Family

Analyse and re-plan!



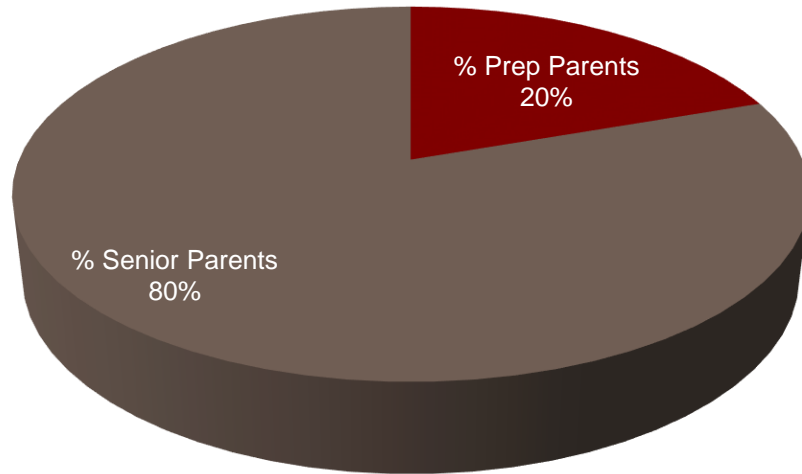
Analyse and re-plan!

Volume of gifts by donor group 31/03/16

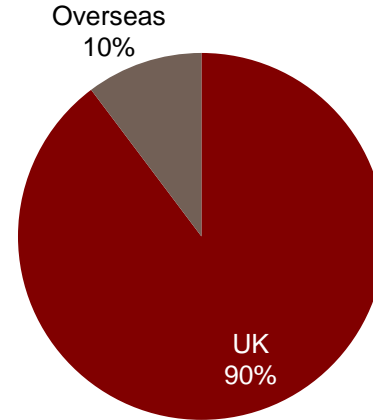


Analyse and re-plan!

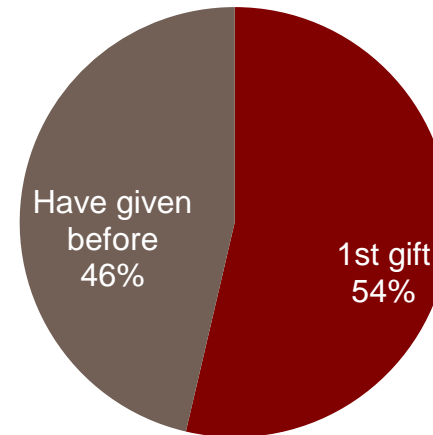
Distribution of number of supporters by Prep School and Senior School Parents at 31/03/16



Source of gifts at 31/03/16

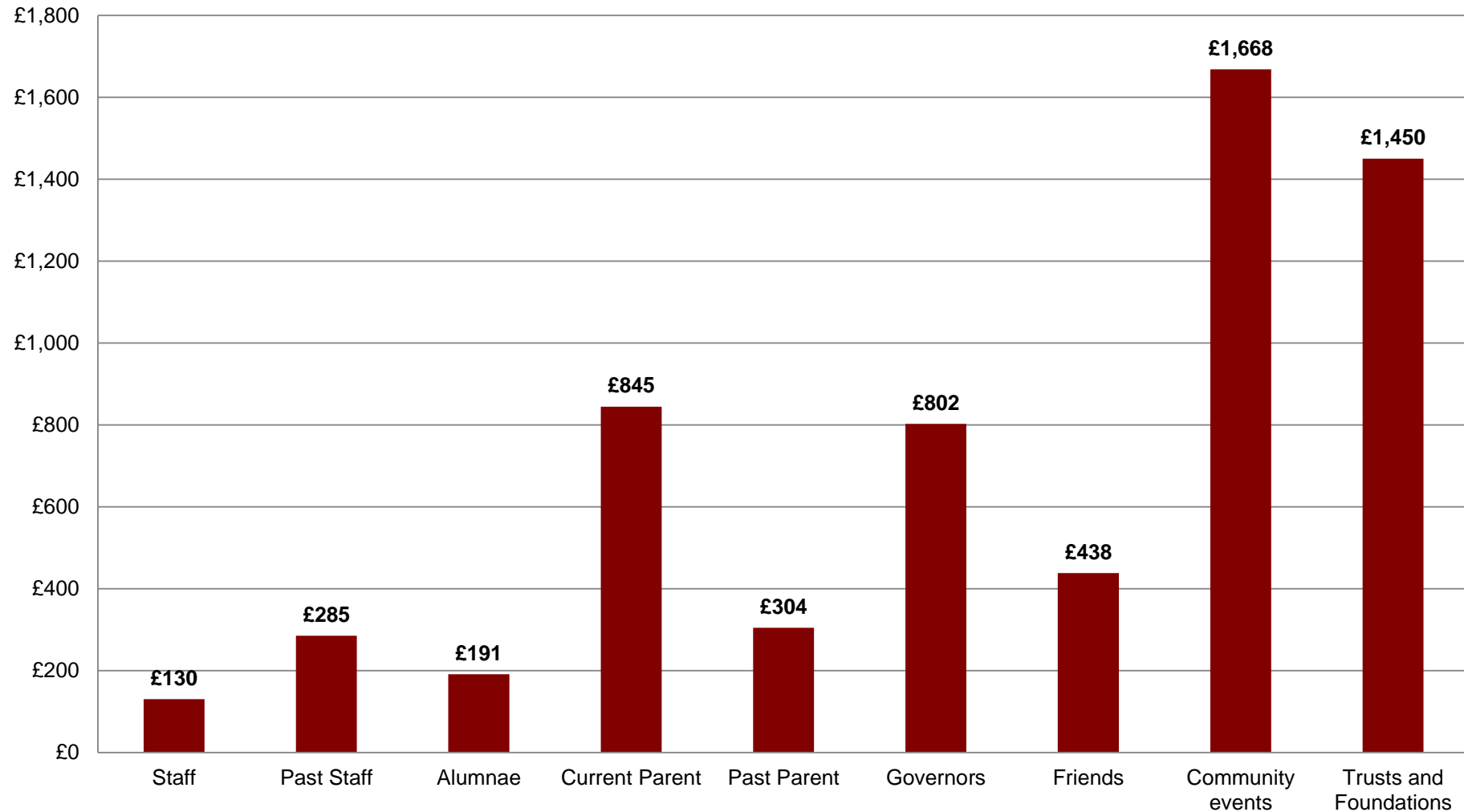


1st ever gift v have given before at 31/03/16

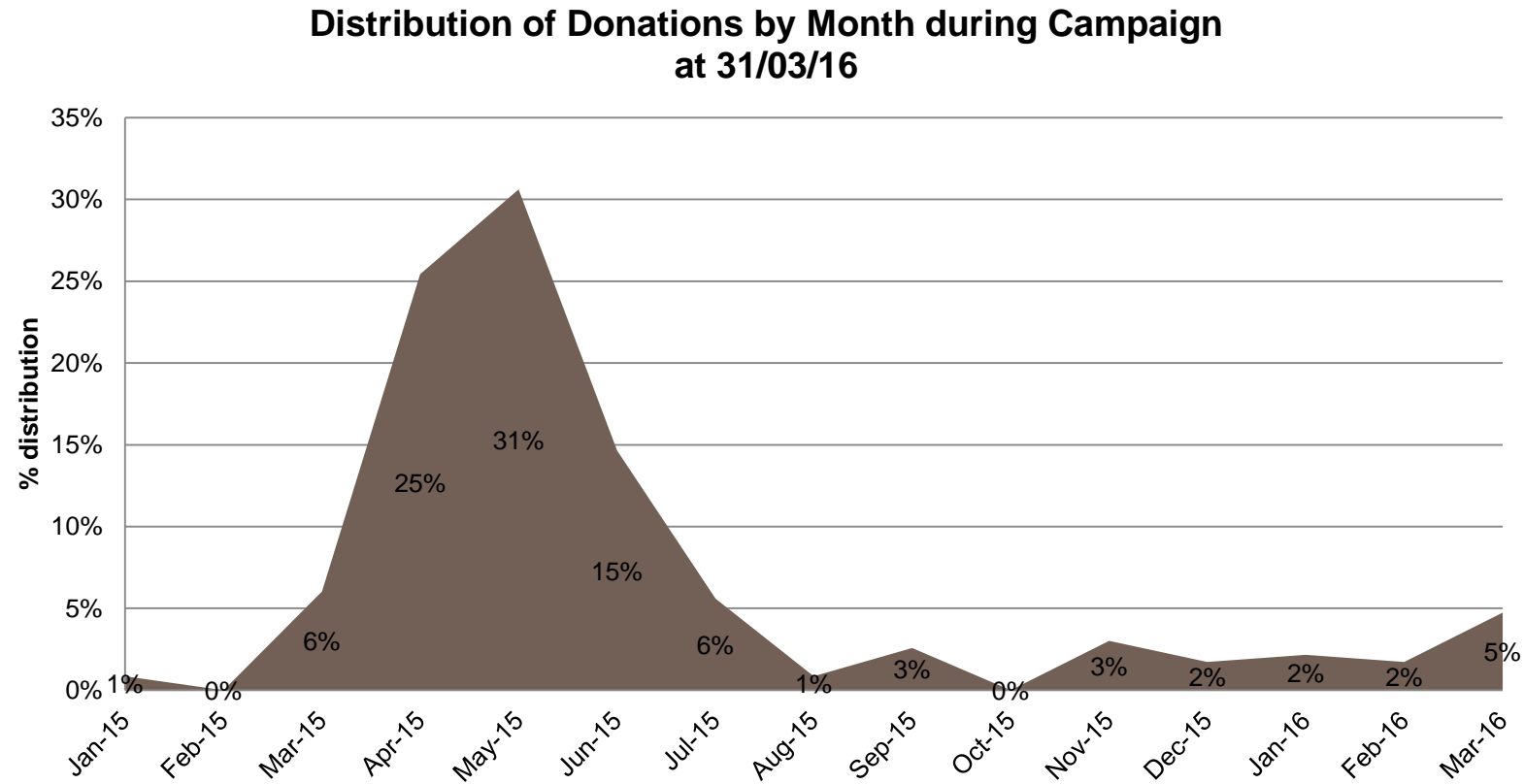


Analyse and re-plan!

Average gift by audience group 31/03/16
(excludes outlier donation)



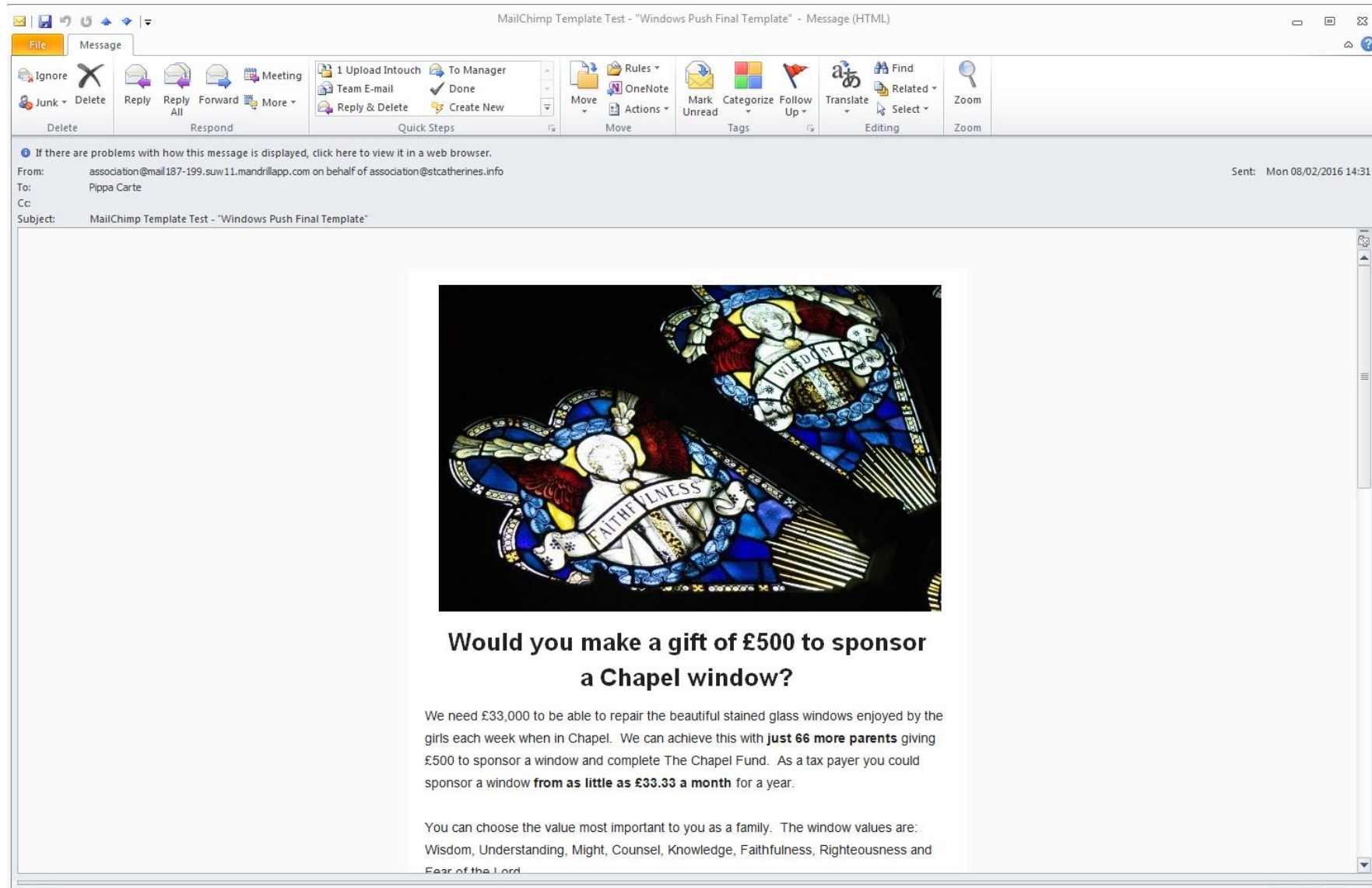
Analyse and re-plan!



Value v volume




Value v volume



Differentiate through service

- ▶ Tailored letters – by ‘Stops’, ‘Windows’ etc.
- ▶ Handwritten notes on letters
- ▶ Phoned all donors
- ▶ Handwritten Christmas cards
- ▶ ‘Open Chapel’ for locals
- ▶ Invites to events, concert, Carol Services etc.

Steward



St Catherine's

Home WELCOME ADMISSIONS SENIOR SCHOOL BOARDING PREP SCHOOL ASSOCIATION CONTACT US

Home > Welcome > Development > Chapel Restoration Cookies Policy Send to a friend Print this page Sitemap

Chapel Restoration

RESTORATION WORK HAS BEGUN!

“ What makes this organ special is that it has had nothing done to it except basic cleaning and so this is the first restoration that it has received since 1899. This is not maintenance – this is milestone work. (Andrew Cooper)





DAY 1 - Monday 25th January

We were delighted to welcome the organ restorers Andrew Cooper and John Harvey who have started work on removing parts of the organ from Chapel. Andrew and John removed over half the pipes (both wooden and metal) and carefully stacked them up in boxes for transportation.

Once the pipes were removed we were interested to be able to see the old wooden hand pump. Until about 1930 the organ would have required someone to pump the bellows by hand. A hanging plumb bob aside a FULL/EMPTY measure would have showed if more or less pumping was required. This would have been the job of one of the pupils. Next to the gauge we found hand engraved and pencilled-in names of many alumnae. We imagine they must have been on 'hand pump' duty and wrote their name as they waited.

‘It's been so interesting today to come across the names engraved next to the hand pump – a glimpse at the history of the organ’ (Andrew Cooper)

The restorers were surprised to find an original Willis & Sons workshop label. 'Rotunda' was the name of the original Willis workshop based in Camden Town which



THE ORGAN RESTORERS

ANDREW COOPER

Andrew Cooper was trained by, and worked for Henry Willis & Sons Ltd while it was still in control of the Willis family. The St Catherine's organ was built by 'Father Willis', and Andrew worked for his great-grandfather, 'Willis IV'. In 1988 Andrew co-founded the partnership of Griffiths & Cooper and in 2011 he formed Andrew Cooper & Co, responding to the increased demand for the skills of his specialist team of craftsmen. Their workshop is based in the Isle of Wight.

Andrew Cooper is not only an organ builder, and restorer, but also a very accomplished organist.

The firm is a Business Member of the Institute of British Organ Building and is accredited for Tuning and Maintenance, Cleaning and Overhauling, Rebuilding and Historic Restoration. Andrew is also an approved inspector for the IBO Accreditation Committee who are responsible for maintaining and improving organ building quality throughout the UK.

“ I'm really looking forward to restoring this organ to its former glory! (Andrew Cooper)

JOHN DAVEY

John was a Choral Scholar in the Chapel Choir at Kings College London where he read English Linguistics. In his holidays from university, he worked for several organ builders. He is a pianist and French horn player. He currently lives in France, but

They explained how the original leather on all the bellows desperately needs replacing as it has large cracks and holes.

DAY 2 – Tuesday 26th January

Andrew and John returned the next day after a stormy ferry crossing over from their workshop in the Isle of Wight. They spent the day removing the rest of the pipes leaving only the front pipes remaining – 400 metal pipes and 88 wooden pipes in total! It was now looking very bare and the amount of dust was incredible.

They worked on disconnecting the 'action' so they could then remove the 'soundboards'.

Andrew and John visited the Evelyn Greaves organ in the Prep School and were interested to hear about its donation and installation in the Hall there. Andrew impressed us by playing several pieces with no music to read.

DAY 3 – Wednesday 27th January

Andrew and John once again returned from the Isle of Wight workshop.

They packed up more pipes for careful transportation. They then removed the Swell keyboard in one case and the Great keyboard key by key.

They found a 'lost' flyleaf page from a girl's hymnbook, which says "To Tittle, with love from Olive. October 24th 1910"

They also discovered old bills from Willis & Sons for "Tuning and Regulation" from the 1980s.

They are planning to return next week to remove all the bellows, footpedal board and remaining components.

WEEK 2 – Monday 1st February

News from the Workshop

Andrew Cooper reports that work is progressing on the 'Great' (bottom of the two) and the 'Swell' (top) keyboards. The keys are being restored, the timber is being stripped back ready to be refinished and the worn ivories are being colour matched so the broken keys can be replaced. They will then start work on stripping back the wood on the keyboard console area.

Thursday 2nd February



done a variety of different jobs since leaving university including teaching English as a foreign language for the Chamber of Commerce in France, and as a freelance carpenter/joiner, but he has returned to organ building and restoration as he finds it so interesting and loves the variety of work.

“ It is so lovely to see this organ as it is so complete and original. The quality of everything that is superbly constructed. It's the finishing quality on the parts you can't see that shows the real pride in Willis' work. (John Davey)

THE ORGAN RESTORATION PROCESS

“ This is a top-notch piece of Victorian organ building – it's a work of art. (Andrew Cooper)

- The plan is to remove as much of the organ as possible during the first week.
- Andrew and John will be travelling daily to and from the Isle of Wight.
- The work of the restoration will commence in the workshop there.
- All parts and components will be restored to pristine condition using traditional craftsmanship
- They will start work on the soundboards and the bellows first and these will be returned as soon as they are completed so they can acclimatise to the conditions within the Chapel again.
- They are expecting to return these soon after Easter.
- The reinstallation will take at least two weeks working on site.

INTERVIEW WITH GEOFF FIELD

(Former Director of Music, St Catherine's School)

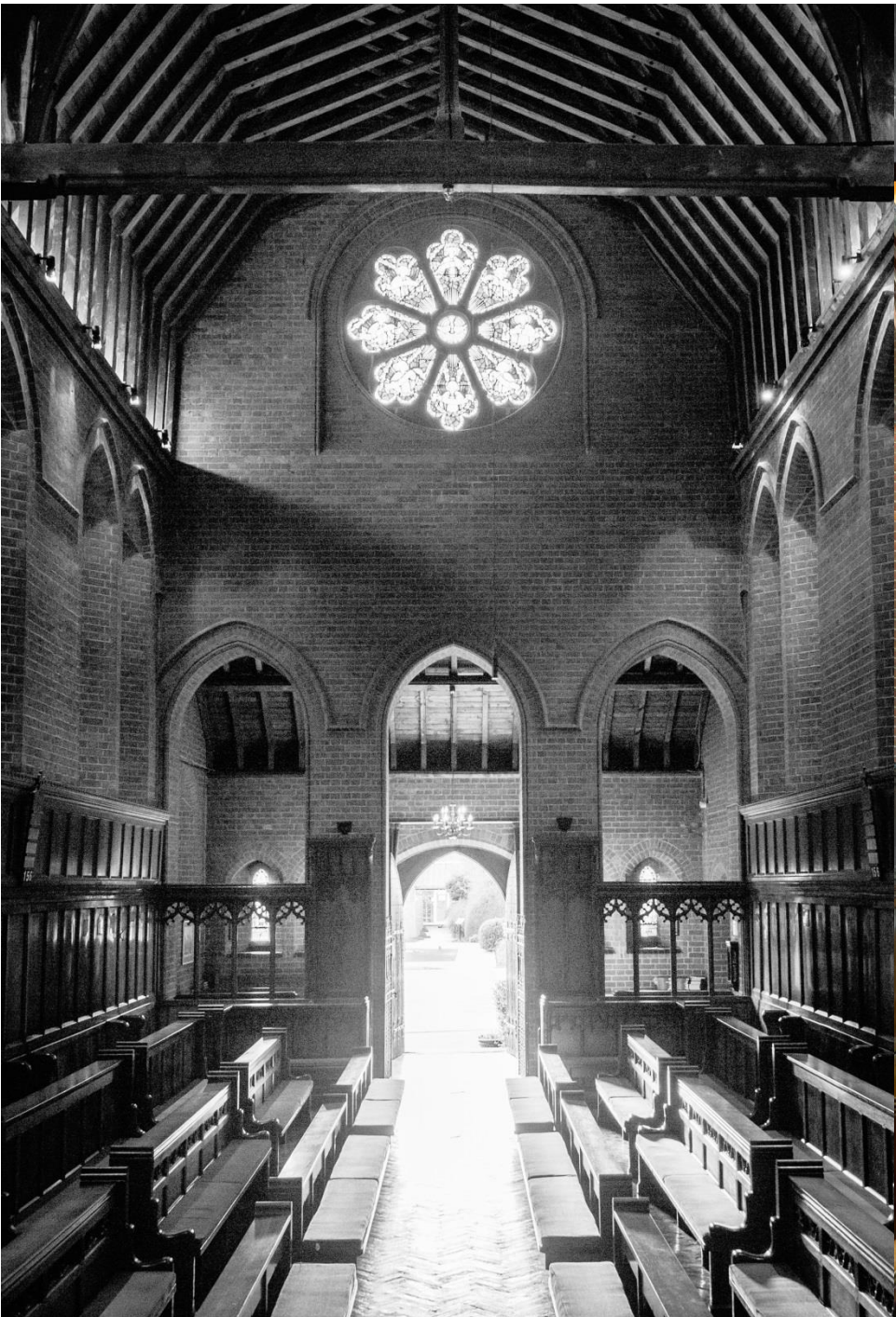
What originally drew you to the organ as an instrument? *I think it was the size & grandeur of the instrument, the magnificence of the sound, and the fact that it was so different from, yet still similar to, the piano that I had learnt from the age of 4.*

Steward





ONE MIRACLE!





10 Commandments + 1 Miracle

1. Plan
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YOUR VIEWS?
