

# More

## Just starting out

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# Just Starting Out



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SCHOOL DEVELOPMENT MANAGEMENT

# Hands Up

... just started or  
... thinking about it?



Don't you worry about alumni relations, just do the fundraising!

Our former pupils are different

Our alumni are always slow to RSVP

We tried that event a few years ago – it didn't work

We don't have a wealthy school community

I'm happy to help but I'm no good at asking for money



How much have you raised today?

We need to raise £2m by xxx – that's when the building work starts!

X school has raised £xx. We can do the same – go and do it!

Your Development Office has been established for 12 months – where is the money?

Just back from an overseas trip meeting alumni – where's the money?



# Not Today

# No Time!

# 10 Key Points:

## my recommendations



# 1. Budget



## 2. School Strategic Plan



# 3. Realistic Fundraising Targets



# 4. Committed & Involved Head



# 5. Develop Your Community Relations Programme



# 6. Build an Awareness and Culture of Development & Philanthropy



# 7. Research: Identify existing or past donors and potential major donors

# 8. Find your loyal volunteers who will help with fundraising



# 9. ASK: start a regular giving programme

# 10. Ensure your role is clearly seen as Development



# Questions?



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