



IDPE 2017 Annual Conference

More

Location, location, location

Rob Reynolds

Director of External Relations,
Bedales Schools

Veryan Vere Hodge

Head of Development
Bedales Schools

Chair: Vanessa Yilmaz

Location, Location, Location

Rob Reynolds
Director of External Relations
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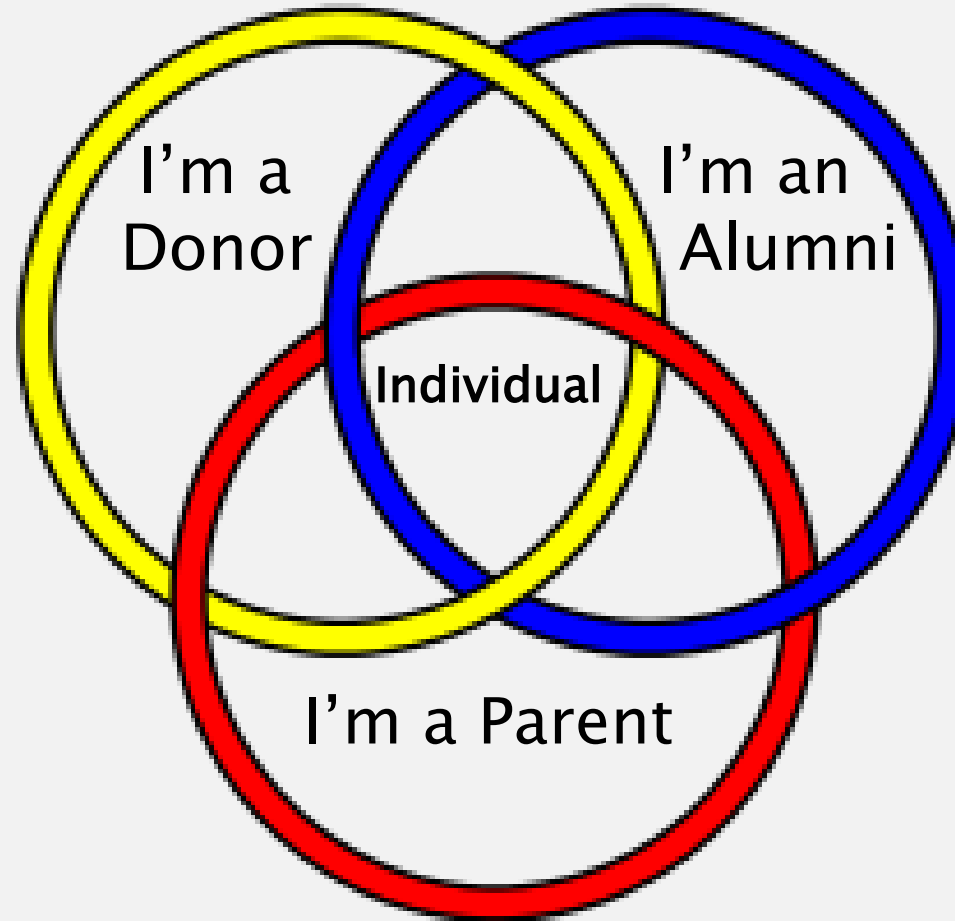


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Bedales External Relations: 1 team, 3 schools

- Admissions
- Marketing & Communications
- Development
- Alumni
- Data

Individuals have many faces..



....but treat them as a whole person

- Give a quality unified service to reflect the quality of your school.
- Make 'hassle free' for the 'client'. One-stop shop.

Location, Location, Location

- Central office location helps. Visitors have memories stirred and an emotional connection is created.
- With all External Relations staff being based in one office, we can maximise on the opportunity of a 'client' visit.

How is our core External Relations team made up?

Director of External Relations	Rob Reynolds	
Registrar	Janie Jarman	
Alumni Manager	Mary Hancox	
Head of Development	Veryan Vere Hodge	
Communications Manager	Milly Withers	
Data Manager	Marlene Hill	

Location, Location, Location

- ▶ **Example:** An alumni, who is also a prospective parent, a prospective donor, who has their alumni profile on the school website, and details on the database – can be looked after all in one office by the staff responsible for Admissions, Alumni, Fundraising, Communications and Data. A one-stop shop.
- ▶ In addition, the other ‘behind the scenes’ benefits of working as a team are..

Admissions feeds...

- Development pipeline: heads-up on prospective parents/donors
- Development research: golden nuggets of information on parents (who has holiday homes for fundraising auctions etc., who has potential for giving at high level)
- Compelling fundraising cases for support: bursary candidate profiles
- Joint fundraising by Registrar/Head of Development from parent body: for bursary or capital project support

Alumni feeds...

- Development: Reunions = hunting ground for prospective donors, legators and speakers for fundraising events
- Professional Guidance: mentoring schemes and talks...another way to re-engage with key prospects
- Admissions: alumni as prospective parents and advocates
- Academic and co-curricular programme: alumni talks to students and parents

Development feeds...

- Alumni comms: people to feature
- Alumni events: Development team help make them a success
- Parents' Association relationship: building links and providing early warning system
- Parent engagement and whole school community-building
- Morale boosting/team-building fundraising events
- Admissions: use of development initiatives as pupil recruitment tool

Everything feeds...

▶ Comms

- Prospectus
- Web
- Brochures
- Fundraising invitations
- Electronic bulletins
- Alumni newsletters
- Social media
- Press releases

Everything also feeds ...

▶ Data management

- Tracking of families through the school(s) and beyond (e.g. university and career info)
- Sharing of data across functions and systems (prospective, current, alumni, donor)

What's stopping you?

- Unsupportive head
- Resistance to change
- Clunky and inefficient approach
- Office space limitations

Works for us...

- Supportive head
- Nimble and responsive team
- Joined-up approach
- Efficient and effective
- Staff development
- Job satisfaction

Questions?

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