

# More

## Using a school birthday to reach out to alumnae

**Joanne Joyce**

Director of Development and Alumnae Relations  
Wimbledon High School

Chair: Julia Hodgkins

# USING A SCHOOL BIRTHDAY TO REACH OUT TO ALUMNAE

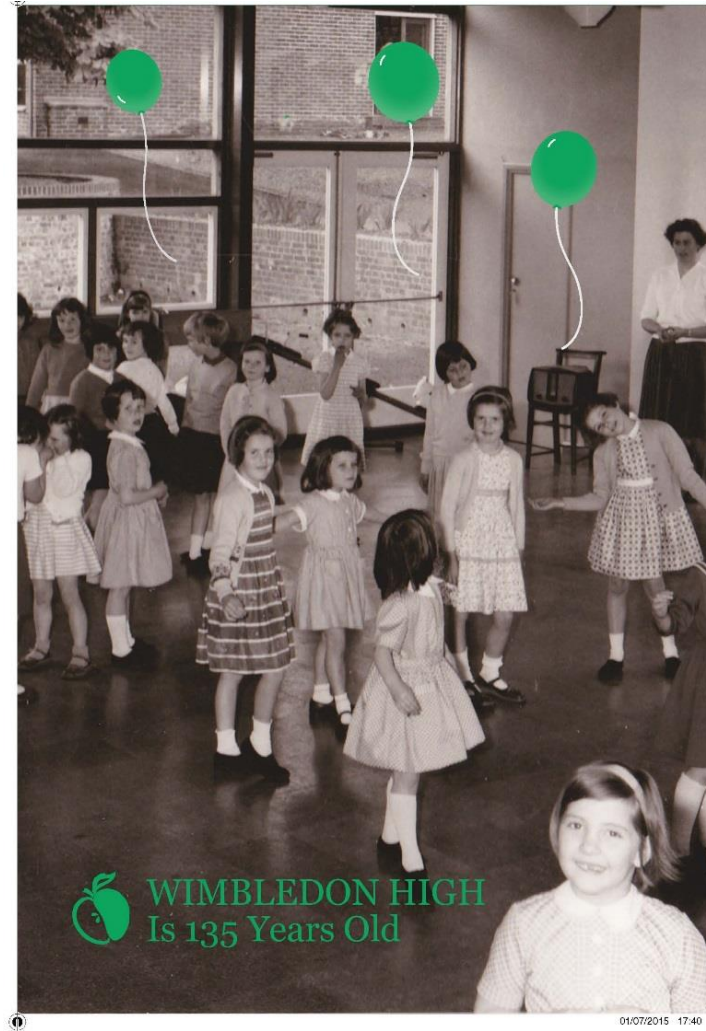


# Wimbledon High School – A Case Study

- New Head and Development Director
- Some history of alumnae reunions
- Limited budget for events
- Pride in heritage of the school



# Celebrating 135 Years of WHS



## Celebrating 135 Years of WHS



- Linked upcoming reunion to an unusual school birthday
- Developed flyer celebrating history of the school
- Renewed interest in archive
- Birthday theme
- Budget



# Celebrating 135 Years of WHS



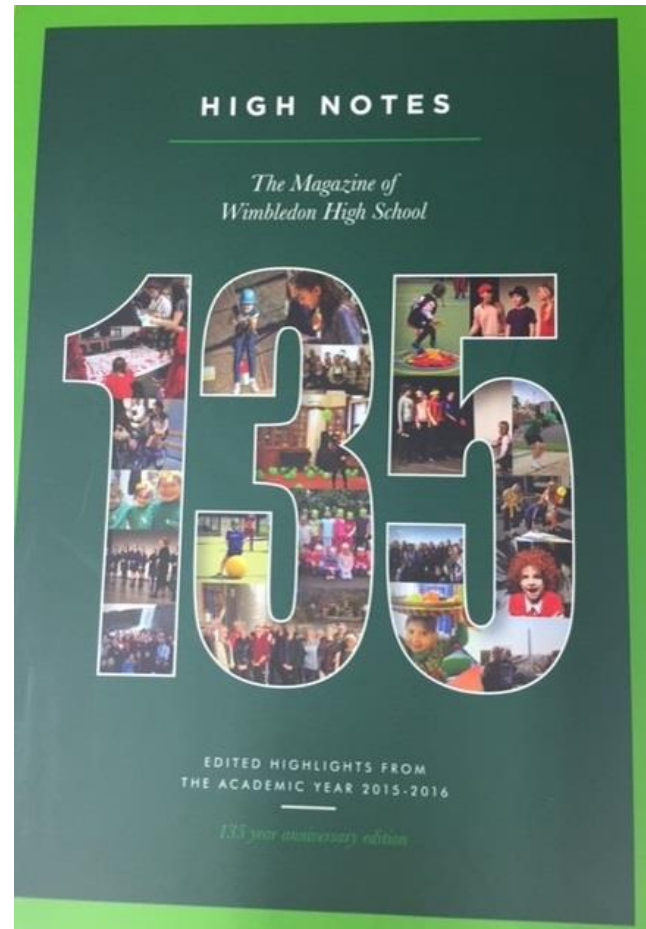
IDPE 2017 Annual Conference

# Birthday service and Head Girls Lunch



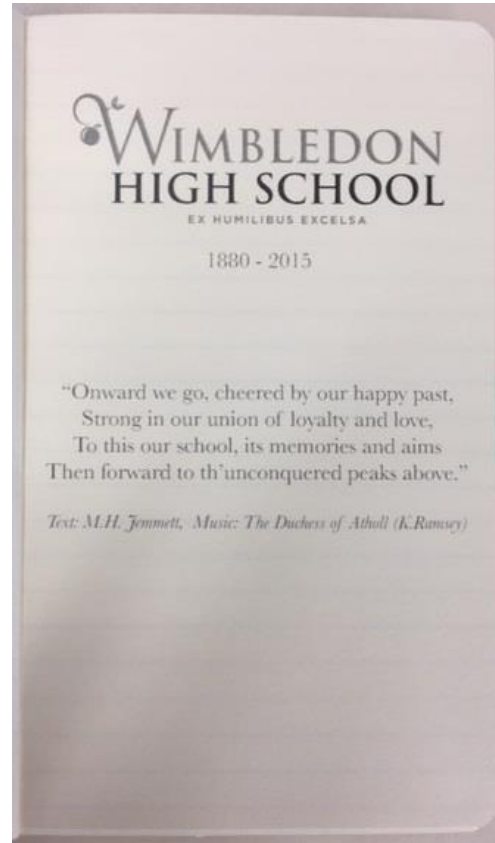
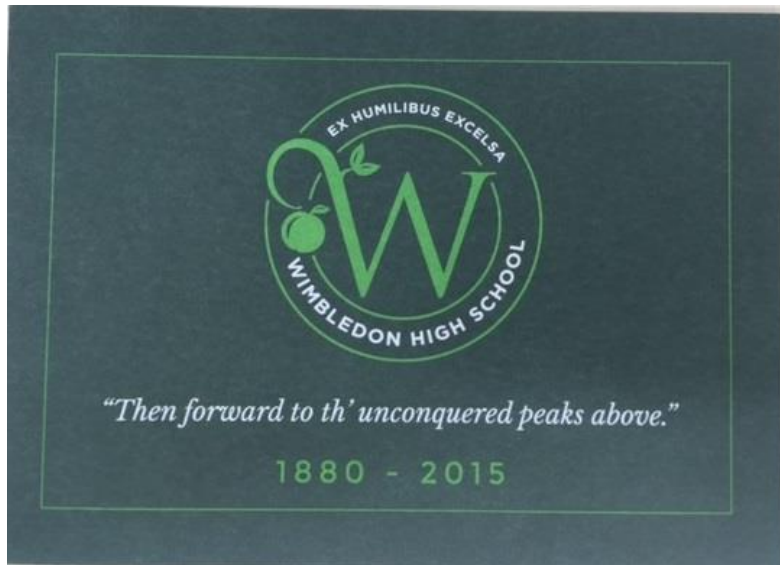


# 135 School Magazine





# 135 Notebook and Memories



## Outcomes



- Re-engagement with Head Girl network
- Increase in alumnae data and engagement
- Re-connected with former staff
- Brought alumnae and archive right to the centre of the school
- Established annual Birthday Reunion as an event for alumnae
- Legacy mailing

# What event would you choose?



- Pick a school event and explore ways you could involve alumnae
- Add in some budget and think about how you could extend your reach
- Feedback



# Questions?