

Alumni relations stream sponsored by



Fundraising techniques stream sponsored by

More

A new development office – highs, hurdles and hindsights

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#IDPE18

IDPE 2018 Annual Conference

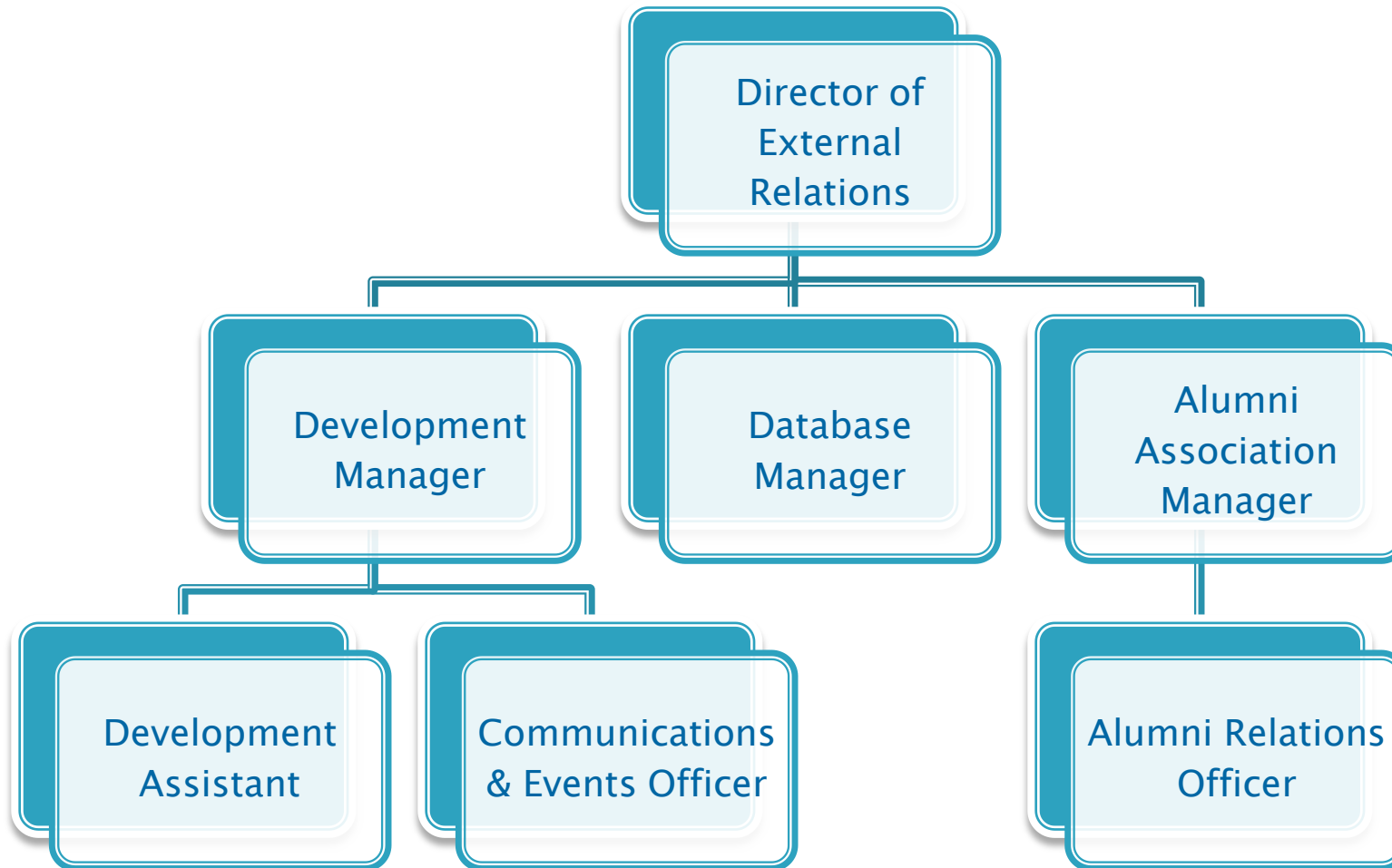


Rachel Hadley-Leonard

Foundation Development Director
Princethorpe College
Rugby

Scratching heads and spinning plates...





Development & Alumni
Relations Manager,
Admissions, Marketing &
Communications, Events
(and Teacher)



First Steps



Who Is She/He?



Getting the Common Room on Side

Top 10 Tips

- ▶ Ask staff to events
- ▶ Let staff know how development is going – Regular slot at INSET
- ▶ Make time to go to the staff room at break/lunchtimes
- ▶ Involve yourself in the wider school life
- ▶ Encourage staff to tell you stories about your alumni
- ▶ Put out a plea for alumni archive material
- ▶ Feature long-serving staff in alumni newsletters
- ▶ Find out and use their skills – from proof-reading to music to video creation
- ▶ Explain how they benefit!
- ▶ Christmas party!



Feasibility Studies

To do or not to do?



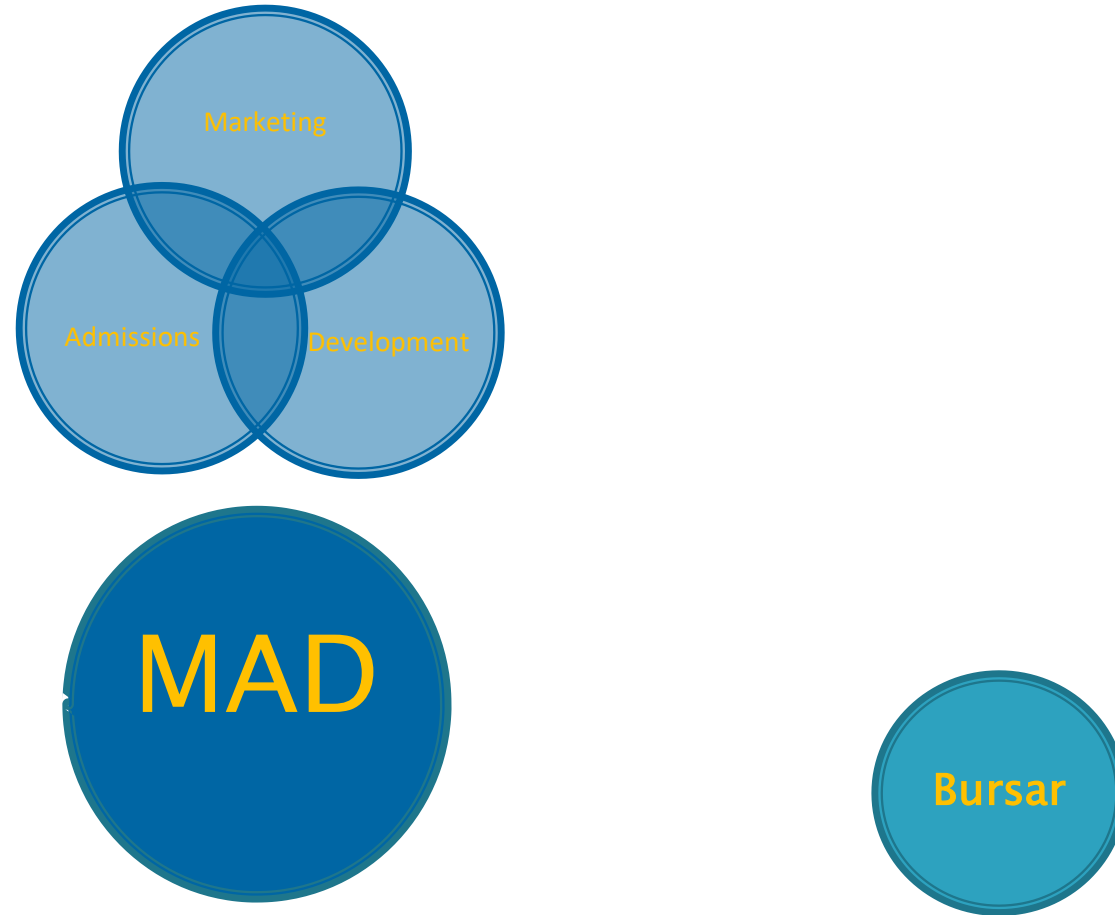
Development & the Alumni Association

Working together



IDPE 2018 Annual Conference

Marketing, Admissions & Development



A Culture of Philanthropy



A Strategy That Works



strategy

noun

1.1.a plan of action
designed to achieve a
long-term or overall aim.

A solid or a liquid?

plan

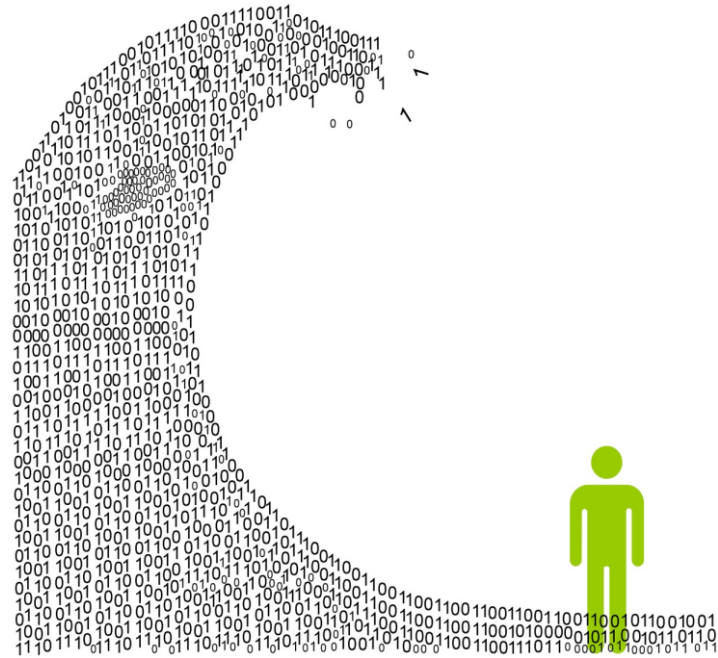
noun

1.1.a detailed
proposal or strategy
for doing or achieving
something.

The Development Board



Data, Data, Data



A Case for Support



The First Campaign



The First Year – Highs, Hurdles...

The Highs

- ▶ Warmth towards the school
- ▶ An expanding community
- ▶ Unexpected support
- ▶ Donors!

The Lows

- ▶ Impatient Governors/Trustees (benchmarking helps!)
- ▶ Upset alumni
- ▶ Data issues
- ▶ The small stuff

...and Hindsight

- ▶ Rushing strategy
- ▶ Rushing data
- ▶ Rushing asks
- ▶ Rushing campaigns
- ▶ Rushing....



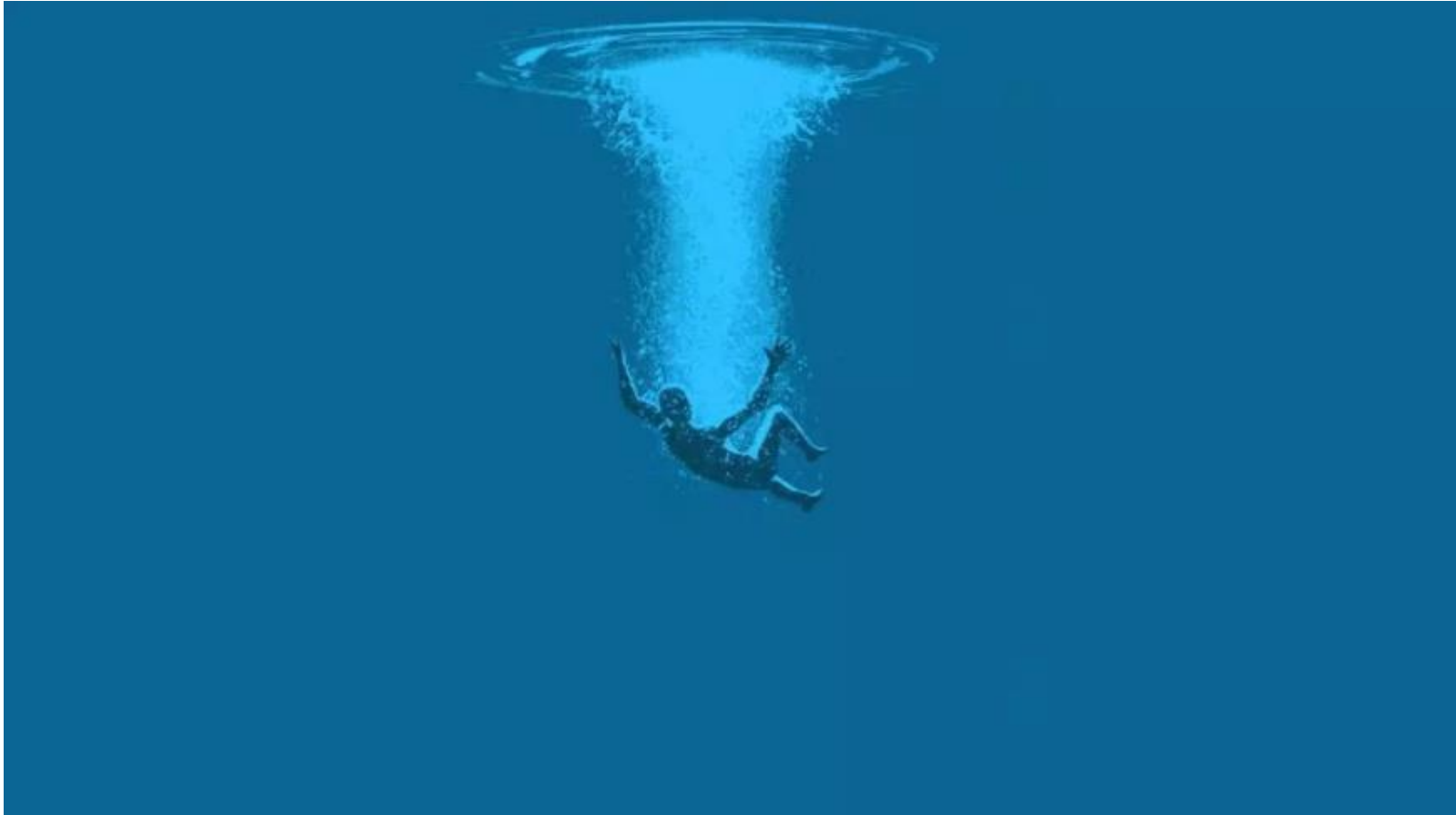
Useful Contacts

- ▶ www.idpe.org.uk
- ▶ www.sofii.org (Showcase of Fundraising Innovation and Inspiration)
- ▶ www.institute-of-fundraising.org.uk
- ▶ www.ico.org.uk
- ▶ www.fundraisingregulator.org.uk
- ▶ Adrian Beney – More Partnership blog

Julia Hodgkins

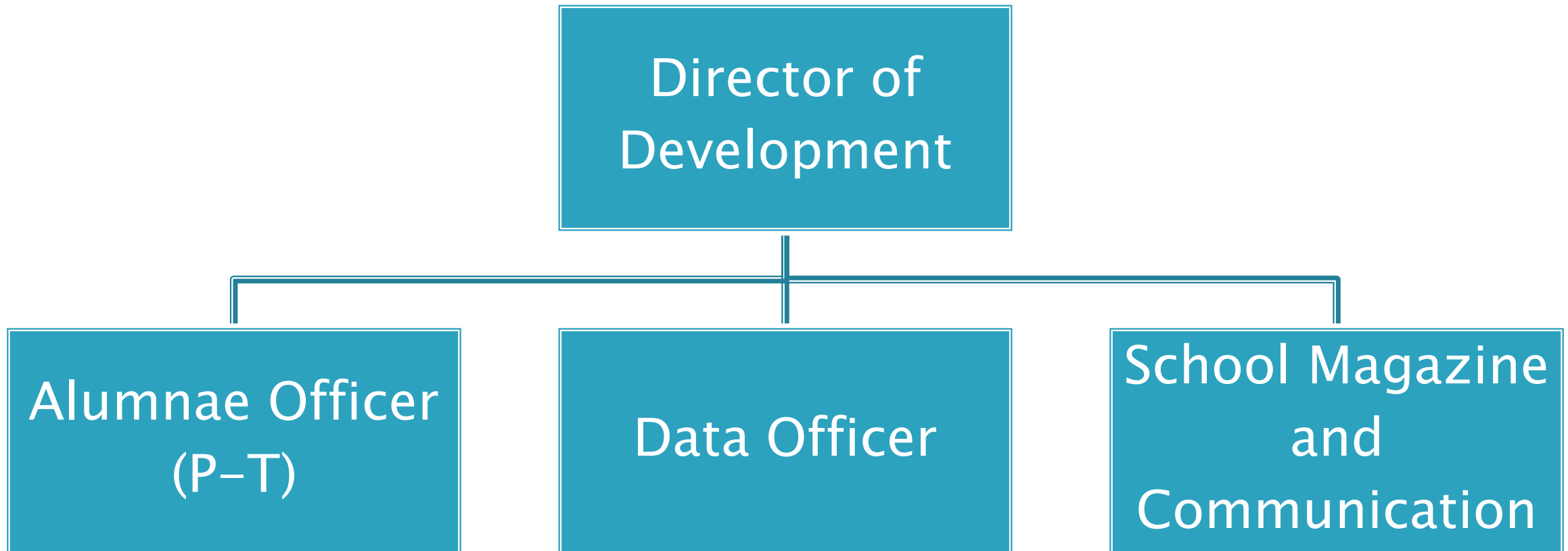
Director of Development
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Hammersmith
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Thrown in at the deep end!



[illegible]

The inherited department



The inherited ethos...

- ▶ Misinformation
- ▶ Lack of fundraising awareness amongst parents
- ▶ Staff
- ▶ The Old Dolphins' Association
- ▶ Grant maintained school to fee paying

Capital Campaign (1 year in...)

- ▶ Outgoing Development Director
- ▶ Difficult relationships
- ▶ Feasibility study done
- ▶ Unrealistic numbers
- ▶ Reluctant Head
- ▶ No Campaign Board – create a film, brochure



The changes...

- ▶ The department
- ▶ The ethos
- ▶ The parents
- ▶ The staff
- ▶ The Old Dolphins' Association (ODA)

What have my priorities been?

- ▶ Learn my trade
- ▶ Listen and talk to people
- ▶ Build relationships with:
 - Staff
 - Parents
 - Pupils
 - Old Dolphins
 - Community

The ups...

- ▶ The people I work closely with!
- ▶ Achieving targets – Annual Giving Programme
- ▶ Friend-raising events– diversity
- ▶ Increased community focus
- ▶ The Old Dolphins' Association
- ▶ Developing the understanding of why we fundraise
- ▶ Building relationships
- ▶ Our first million!

The downs...

- ▶ GDPR
- ▶ Wanting things to happen more quickly
- ▶ Struggling to get the old guard to move on
- ▶ Developing the understanding of why we fundraise
- ▶ The time it takes to build relationships
- ▶ The pressure!
- ▶ Joining up the dots!