

Alumni relations stream sponsored by



Fundraising techniques stream sponsored by

More

Telling your story on a shoestring – finding compelling ways to engage your school community that cost next to nothing!

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#IDPE18

IDPE 2018 Annual Conference

Contents

- ▶ Context
- ▶ Current fundraising appeal – Making £nds Meet
- ▶ How we run it... on a shoestring

About Pate's

- ▶ Founded in 1574
- ▶ Mixed, selective academy for 11 –18 years
- ▶ 1100 pupils on roll
- ▶ Highly academic
- ▶ Massively over-subscribed
- ▶ No catchment area
- ▶ Most notable former pupil – Gustav Holst



About the Development Office

- ▶ Expanded from one person (Sep 09) to two in Nov 16, then three in Nov 17
- ▶ Now make up 1.8 people

Funds Raised

Capital Fundraising

- ▶ Since 2010 raised £7,781,740

Annual Funds

- ▶ 2013/14 and 2014/15 raised £112,385

Revenue Fundraising

- ▶ Since Apr 2015 to date, Making Ends Meet raised over £620,000

Grand Total £8,514,125

Budget...since 2010

- ▶ Declining budget year on year
- ▶ Increasing costs...year on year

We knew the storm was coming...



So what was our fundraising strategy?

Capital Campaign switch to Annual Fund

Dancing in the Rain 13/14



Riding the Rapids 14/15



Apr 2015 – where were /are we?

- ▶ Economy
- ▶ Academy funding
- ▶ Protections stripped away
- ▶ Sixth form funding

League Tables

- ▶ Academic
- ▶ Funding tables

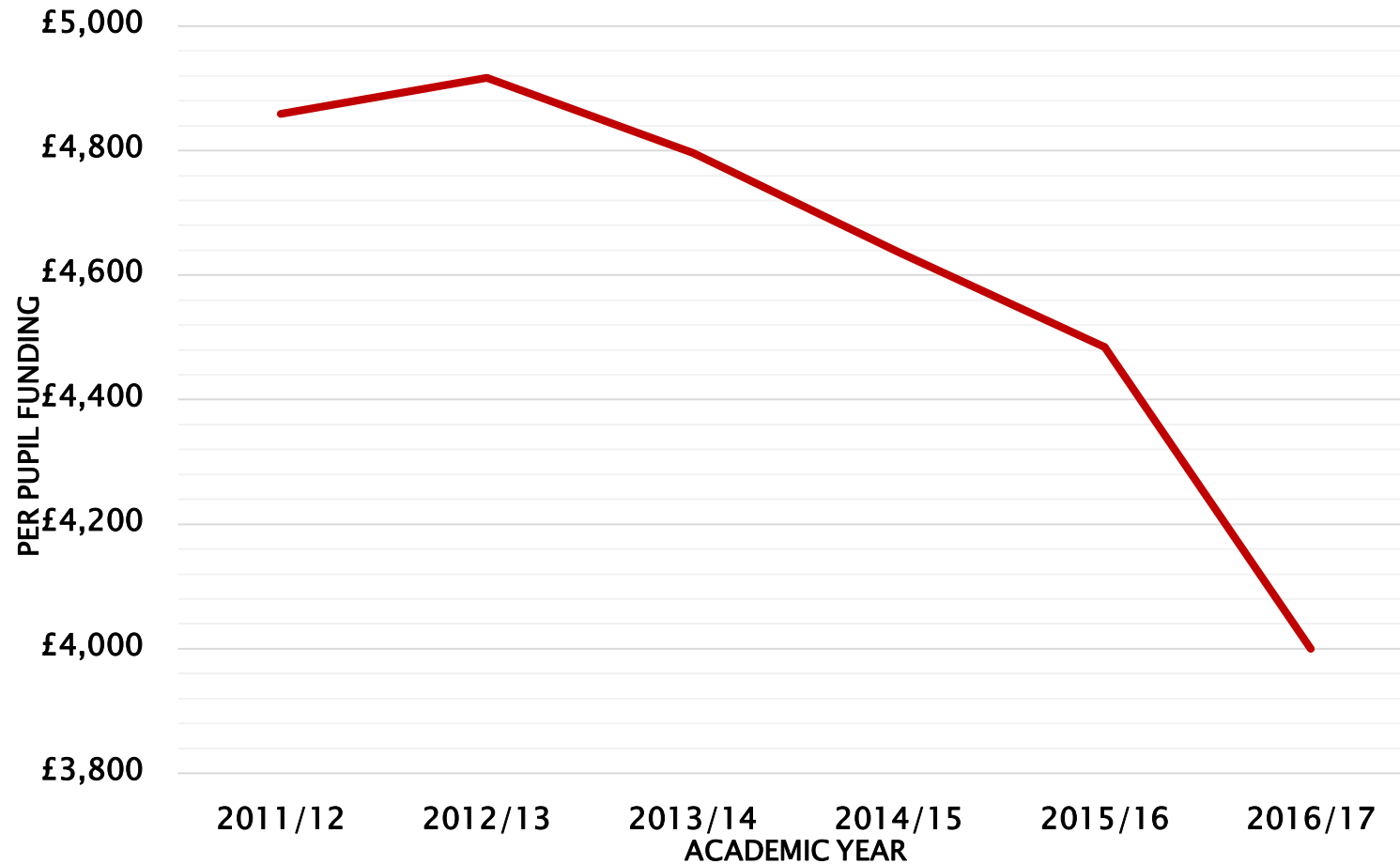
2956th



...out of 3059

	LA Code	Local Authority Name	UPIN	URN	LAESTAB	School Name
1						
2947	935	Suffolk	119243	136271	9354036	Hartismere School
2948	886	Kent		118931	8865459	Dover Grammar School for Boys
2949	935	Suffolk	119794	136782	9354040	Thomas Mills High School
2950	886	Kent	120373	137484	8865408	Homewood School and Sixth Form Centre
2951	936	Surrey	119833	136833	9364036	Howard of Effingham School
2952	860	Staffordshire		124416	8604111	Walton High School
2953	381	Calderdale	119786	136788	3815400	The North Halifax Grammar School
2954	886	Kent	120250	137250	8865400	Wilmington Grammar School for Girls
2955	887	Medway	119864	136864	8875420	Rainham Mark Grammar School
2956	916	Gloucestershire	119380	136353	9165403	Pate's Grammar School
2957	888	Lancashire	119893	136893	8884686	St Michael's Church of England High School
2958	886	Kent		118840	8864534	Simon Langton Girls' Grammar School
2959	886	Kent	119443	136417	8865443	Tonbridge Grammar School
2960	933	Somerset	119540	136639	9334355	Kingsmead Academy
2961	916	Gloucestershire	119297	136306	9164001	Sir Thomas Rich's School
2962	935	Suffolk	119969	136969	9354099	Kesgrave High School
2963	334	Solihull	120008	137008	3344019	Lode Heath School
2964	381	Calderdale	120701	139182	3815401	The Crossley Heath School
2965	886	Kent	120104	137104	8865450	Hillview School for Girls
2966	933	Somerset	119917	136917	9334309	Haygrove School
2967	830	Derbyshire	119514	136505	8305401	The Ecclesbourne School

Sixth Form Funding



Decision Time

- ▶ Cuts or income?
- ▶ Governors statement

Pate's to function in a similar manner as current – continuing to offer a broad range of curricular and extra curricular activities and opportunities, striving for exam excellence, and providing all the necessary support mechanisms both pastoral and academic

Decision Time

- ▶ A little of the former, lots of the latter
- ▶ Savings not Cuts
- ▶ Income – change of fundraising strategy
 - Each year we fundraise to fill the shortfall

Revenue Fundraising – Challenges

- ▶ Bad news – school NEEDS money or...
- ▶ Nothing to show the donor – no change means it is a success
- ▶ Time pressure – next academic year doesn't wait for us to raise the money
- ▶ Difficult to thank
- ▶ By definition – minimal budget

Savings first...

- ▶ Least impact on students
- ▶ Savings school wide e.g. IT, refurb, etc
NB: might not be sustainable
- ▶ but as importantly ...

To get staff and governors on board

- ▶ Savings on the nice things
 - Remove free vending machine in the staff room
 - No free Friday cake, but cake baking rota instead
 - No sandwiches at governor meetings



Doesn't save a lot of money but sends a strong message and gets people on board as we launched...

Making Ends Meet



First steps

- ▶ Tell the facts – this was vital
- ▶ Presentations to parents
- ▶ Practice on Parents' Association committee
 - Feedback was invaluable
 - We needed to do some



Principles

- ▶ Explain the facts (with the required myth busting)
- ▶ Open and honest
- ▶ Your audience – intelligent, knowledgeable...treat them accordingly
- ▶ Refreshments: self-serve tea and coffee with donation basket

Presentations

- ▶ Invited parents to presentations launching the appeal
- ▶ In attendance:
 - Chair of Governors
 - Head Master
 - Senior Leadership Team
 - Heads of Year

More Presentations

- ▶ Slot into other opportunities
- ▶ Particularly new parents welcome evenings
- ▶ Minimal cost – huge impact

Other ways to 'present'

- ▶ Short videos included as part of another event

Online Video Tools

- ▶ Powtoon
 - free options
 - Pro version £150 per year



So what 'HR' resources might you have?

- ▶ *Outsourcing – too expensive*
- ▶ Senior Leadership Team
- ▶ Governors
- ▶ Parents' Association (and their extended volunteers)
- ▶ Alumni committee
- ▶ Students
- ▶ Colleagues

Parents' Association (PA)

- ▶ Invaluable!
- ▶ No Parents' Association in 2009 – by 2012 it was starting to reap dividends. Assisted by an extended army of volunteers
- ▶ We work towards the same goals
- ▶ We have asked them to review parent presentations and are our sounding board
- ▶ Communications conduit
- ▶ Provide a service (for free) which also raises money
- ▶ And organise fundraising events

Communications

- ▶ Make an extra effort to get them completely 'in the know' and keep them there
- ▶ They can send messages out in a way that we can't
- ▶ A massive network – spreading the message informally

The service they provide:

- ▶ Second hand uniform shop
- ▶ Bar service at all school concerts and shows in 16/17 raised over £10,500
- ▶ Trained to use kitchen equipment and cashless tills – “Operation Hot Dog”



Fundraising things they do

- ▶ 100 Club – £10,000 per year
- ▶ Easy Fundraising – £1,000 per year
- ▶ Annual Quiz – raises £1,000 per quiz
- ▶ Christmas Bazaar – raised £3,000
- ▶ Spring Fair – raised £14,000
- ▶ Back to School Day – raised £3,000

How we support them

- ▶ Although revenue we find ‘identifiable’ items – student planners, online maths subscriptions, department budgets etc.
- ▶ Understand their drive and therefore don’t spend money on them
- ▶ Blow their trumpet to other members of staff – make sure nothing is too much trouble if in support of the PA

How we support them

- ▶ We are with them every step of the way; every meeting, every event, every invite, 24/7 by email or text
- ▶ Buy raffle tickets / join the 100 club / buy drinks / etc
- ▶ Be their true friend; know what their children do, know when to high-five, understand any personal pressures, know when a hug is needed
- ▶ Go out of our way to say 'thank you'... lots. Different ways and must never cost!!

Alumni Committee

- ▶ Engineer the committee to represent the decades
- ▶ Those still at work clearly have a network
- ▶ Run the archives
- ▶ Find former pupils
- ▶ School and committee work in partnership for all alumni events
- ▶ Increase membership (subscription based)
- ▶ Help to communicate the message
- ▶ Increase in financial support and support in kind



Student Committee

- Helping at events
- Working with the Pate's Society committee
- Presenting in assemblies
- Spread awareness of the fundraising need and alumni opportunities in school amongst the student community
- Helping with thank you phone calls to alumni for donations
- Running a fundraising mufti day
- Showing former pupils round the school on an ad-hoc basis



Colleagues

- ▶ Make sure they know the message
- ▶ They are a significant communications channel
- ▶ They are also another source of 'thank yous'

What tools do you have?

- ▶ Your voice
- ▶ Your actions
- ▶ School website
- ▶ Web tools
- ▶ Your phone

Your voice (and your ears)

- ▶ Use it – presentations / meetings / one to ones / phone calls
- ▶ Be around / talk
- ▶ Invite people in... to talk
- ▶ Not necessarily talking about fundraising – be passionate about your school and its students
- ▶ Say ‘thank you’ verbally as well as in writing
- ▶ ...and of course listen

Your actions particularly re: stewardship

- ▶ Donors:
 - Letters
 - Phone calls (Head, Bursar, Students)
- ▶ Parents' Association (nearly all donors too)
 - Students – opportunities are there!
 - Other staff to say thank you
 - Staff briefing
 - Little (and big) surprises
- ▶ Leaving parents – PA bar run by staff
- ▶ Letters from the Head to volunteers



Tools contd

- ▶ School website (significant tool, plus we list our donors)
- ▶ Your phone – social media, texts, videos

Summary

- ▶ It really doesn't have to cost very much
- ▶ In fact, more effective not to cost
- ▶ Drives more creativity
- ▶ It makes your relationships stronger
- ▶ It makes the message which must have the “urgent and compelling need” more powerful

**ANY
QUESTIONS?**