

# Case Study: Haberdashers' Aske's School for Girls

## About Haberdashers' Aske's School For Girls

Founded in 1875, Haberdashers' Aske's School for Girls is a leading independent day school for girls aged 4-18 yrs with academic results amongst the highest in the UK. The school aims to provide "a challenging, positive, stimulating and secure community for students to enjoy working hard to fulfil their potential". Nestled in the greenery of a Northwest London suburb, Habs Girls has a diverse cohort of students, who go on to a range of careers and locations across the UK and internationally.

*"The whole team has become skilled in using the ToucanTech database in a relatively short period of time, which means that we can all do most tasks rather than leaving it all to just one person."*



## The Habs Girls alumnae network – launch stats



Launched alumnae community with ToucanTech: **March 2018**



**1,288 new database records** created after 3 months of launching the community



**1,442** online members joined the community in first 6 months - **50%** of all alumnae records with an email address



**75% opt in rate** from online members consenting to receive email communication from the school



**74.7%** average email open rate for newsletter and reunion invites



**1,200 reads** for a popular news story about the new headmistress



Quote from an alumna: **"Great to hear from you and this new network is very exciting and I am delighted you are exploiting it!"**



**98%** of class of 2018 signed up to the online community after leavers' prom photos were exclusively posted on the community website (requiring log-in to view!)



**Tim Scott, Assistant Head (Marketing and Development) at Haberdashers' Aske's School for Girls**

### **How did you launch your network? What was most effective?**

We launched our network with an email and postal campaign and designed something that was clear and concise and, as we sent more emails they became even more direct! We sent out personalised letters to all our Alumnae who were not on email and included a stamped-addressed envelope for anyone who wanted to return a card with their details. It was expensive and took up a lot of time but it was worth it as a one-off cost to get things going. We also made sure we had some good content that would appeal to a wide range of Alumnae on the network before we launched.

### **What tactics do you employ to encourage school leavers to join the network?**

I went and spoke to our leavers before they left and demonstrated the site to them. I also spoke about why we wanted to stay in touch and how they might, one day, want to give back to the school in some way.

To incentivise the Upper 6 students we booked a professional photographer for their end of year Prom and then posted the photos on the ToucanTech network. This pretty much got the last few stragglers finally to sign up!

### **What has been your most successful feature on the alumnae network?**

The information we have posted about our change of Headmistress has got the Old Girl network talking – it shows that

nostalgia and current school news are two of the most popular ingredients in a successful news story.

### **What lessons have you learned from launching the new alumnae network?**

Aim to spend a dedicated amount of time on the database each week. It's really helped the team to get used to working with ToucanTech and enabled us to identify areas that we need to work on or fix quickly. It's also meant that the whole team has become skilled in using the database in a relatively short period of time, which means that we can all do most tasks rather than leaving it all to just one person.

### **What are your plans for the new alumnae network over the next year?**

One thing we have noticed is that whenever we send an email with content of real interest we see a spike in new sign-ups, presumably from people who have been forwarded the email. To grow the number of Alumnae registered on the network we are focusing on sending emails with links to stories and photos of real interest, which we hope will encourage Old Girls to engage with the network. Additionally our Archivist is curating lots of interesting material online to be shared through the network so that the portal both shines a mirror on the current life of the school and the lives of our former students and also acts as a window looking out onto the history of our school.

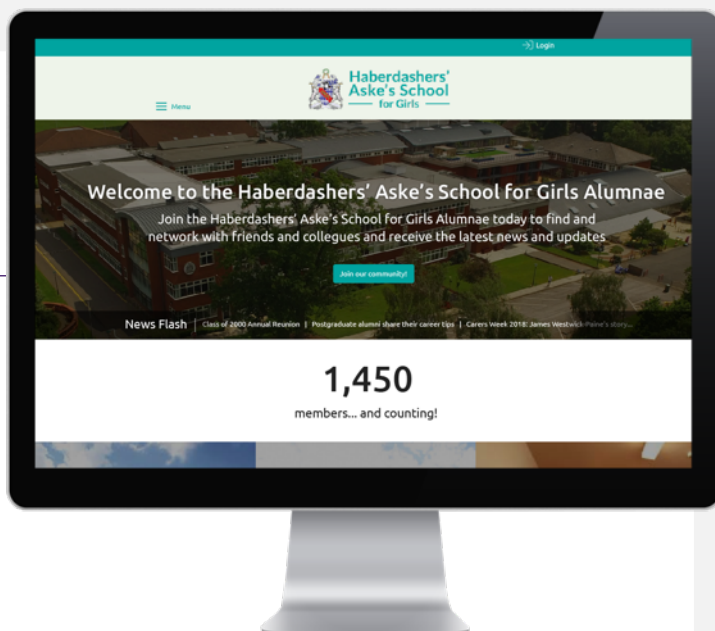


Take a look at Haberdashers' Aske's School for Girls Alumnae Community  
<https://alumnae.habsgirls.org.uk>



# About ToucanTech

ToucanTech is a community database software used by schools and companies for alumni, careers, fundraising and marketing activities. Combining a flexible website and a powerful back-end database, it's an easy-to-use, all-in-one system.



## Database

Import, filter, group, search and update records, create custom fields, run complex reports



## CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails



## Community

Connect your members (e.g. alumni, parents, supporters) on a private network, synced with social media



## Email

Create and send beautiful email newsletters, tracking open stats, remove bounced emails, manage unsubscribes



## Fundraising

Process and log donations, set up funds, log tax relief, run reports, track donors



## News

Publish news stories and other content, tag people and share on social media



## Gallery & Resources

Post photos, artwork, year books, magazines and tag, categories and share



## Events

Plan your dinners, reunions and concerts, send reminders, book tickets, process payments



## Mentoring

Feature mentors, post jobs, publish careers guides and news, allow students/ alumni to search for mentors and track interactions



## Clubs/ Groups

Set up sub-groups within your network, with their own news and events