

Watch the recording here:

<https://recordings.join.me/EYjv5GhAZ0CswhxRy7AgqA>

# Responding to Covid-19

## How to stay sensitive whilst keeping supporters engaged

Rachel Hadley-Leonard – RHLConsulting



# Hello!

## Rachel Hadley-Leonard

- Background in education & marketing
- Teacher & Senior Leader– Maintained & Independent Schools
- Marketing in industry – John Lewis, AbA etc.
- Marketing in schools – inc. Marketing Manager, Head of Marketing, Alumni Relations Manager, Development Director
- Former Director and Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)

### Currently:

- Independent Schools' Development, Admissions & Marketing Consultant
- Judge for Times Educational Supplement Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards
- Contributor to All Party Parliamentary Group for Independent Education
- Professional mentor
- Independent School Governor



# Responding to Covid-19

- How schools' development offices have been responding to the crisis
- Examples of shifts in emphasis
- Being sensitive to circumstances
- How to manage alone when your team has been furloughed
- Reaching out to your most vulnerable community members
- Planning events
- Tips to keep your supporters on board





# What has changed?

We have seen a shift in:

- emphasis
- type of fundraising/asking
- engagement
- events



**Fundraising**




**Community  
Relations**



 **Berkhamsted School** [+ Follow](#)  
1,216 followers  
1w • 🌐

Usually our School quad has perfect lines thanks to our Head Caretaker, Steve. Not this year – it has the perfect message instead. Thank you Steve for displaying our thanks and support to the NHS.



 **Merchant Taylors' Alumni** • 2nd  
Maintaining the lifelong Merchant Tay...  
56m • 🌐

[Anna Hopwood](#) gave our girls some brilliant practical advice on creative careers yesterday... see more

   
2016 Leaver - Anna Hopwood  
Creative Careers

MTS Careers Live – 2016 Leaver – Anna Hopwood – Creative Careers  
[youtube.com](https://youtube.com)

Communications



Engagement





**Kate Gray** · 2nd

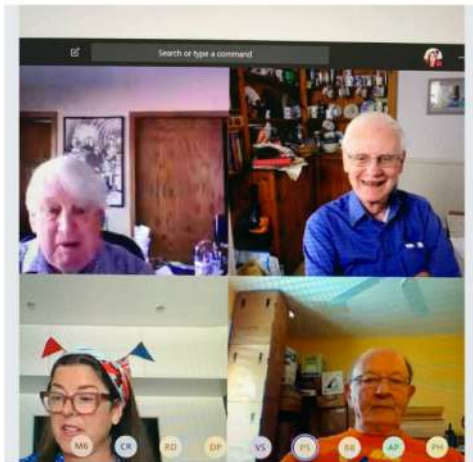
Development Director at St Albans...

2d · 🌐

OAs from all across the globe joined together on Friday afternoon for an afternoon tea party to mark VE Day. Many thanks to those who attended, shared stories and raised a toast to the fallen and the School. [#SASWeCare](#)



# Communications



# Engagement







### Berkhamsted School

1,222 followers

15h • 🌍

Our Sixth Form prefect team organised a home 'Reverse Mufti Day' today for the whole group with pupils and members of staff wearing rainbow colours with a piece of uniform. It has been a fun and colourful day watching all the photos come in. The team have raised over £5,000 for our charity partners: The Hospice of St Francis, DENS in Dacorum, NSPCC's Childline and NHS Charities.

[#teamberko](#)



### Independent Schools Council

8,444 followers

19h • 🌍

[Millfield School](#) is holding webinars every Wednesday for schools, parents and students across the world. This week's episode will focus on "How to keep Healthy and Happy at Home This Term". Register here <https://bit.ly/35FlcTk>



# Communications



# Engagement



**How has fundraising  
changed?**



**Has  
philanthropy  
disappeared?**



# **Types of Fundraising**

**Bursary Fundraising**



**Hardship Funds**

# Hardship Funds

<https://www.rgswandaos.foundation/supportus>

<https://owba.westbuckland.com/supportus>

<https://www.oldlyonians.org/supportus>



## Ways to donate



Considering a Legacy Gift

There are a number of options - let us call you to explore your wishes



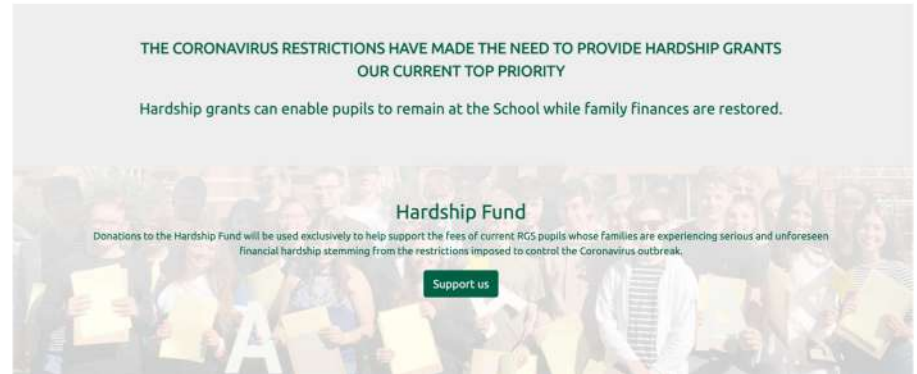
Need more information?

Please provide your details so we can contact you



Give Online

Click here to donate



# Telephone Campaign



# Affinity Campaign



**Sean Davey** • 2nd

Head of Foundation & International...

1d • 🌐

Very pleased to announce this initiative as part of our [#ChangingLives](#) campaign [#RGSWeCare](#)... see more



**REIGATE  
GRAMMAR  
SCHOOL  
NHS  
SCHOLAR**

Announcing the NHS Scholar initiative

[rgs.foundation](https://rgs.foundation)

# Thinking Outside of the Box!

# Reaching out to the vulnerable

Engagement campaign

Pupil to alumni letters

Telephone calls

Covid-19 support groups

Targeted virtual events



# Being sensitive!

Think about timing

Consider phraseology

Ask your stakeholders advice

# Managing alone?

## Priorities

- Engagement – social, e-news, letters, telephone
- Helping those who need it most
- Data
- The bigger picture - pause or proceed?

## Reach out to your colleagues for support

- The MAD Team
- Academic staff
- PTA/Friends of

# Virtual Fundraising Events

## Advantages

- Fewer overheads
- Creates a sense of community
- Wider reach through social media

## Top Tips

- Don't do it alone!
- Set realistic targets
- Make engagement an equal target to fundraising
- Use social media channels and scheduling tools
- Create video
- Show potential AND actual impact
- Feed all efforts directly into giving platform
- Consider events for all ages

**Make sure the event is FUN!**



# Virtual Events

Online student art auction  
Silent auctions  
5/10/20k walk  
Workouts to replace usual commute  
Birthday fundraisers  
Yoga together  
Virtual safari dinner parties  
Coffee morning  
Sleepout for charity  
Virtual quiz  
Gym challenges  
Virtual bingo  
CakeBake a cake-athon





# When can we start to ask again?

**You shouldn't have stopped!**

**Now!**

**The different landscape ahead**

# Tips to keep your stakeholders on board

Keep communicating

Support those who need it most

Be sensitive to circumstance

Plan and deliver a variety of events for different  
stakeholder types

Be innovative

**THANK  
YOU**



# Questions?



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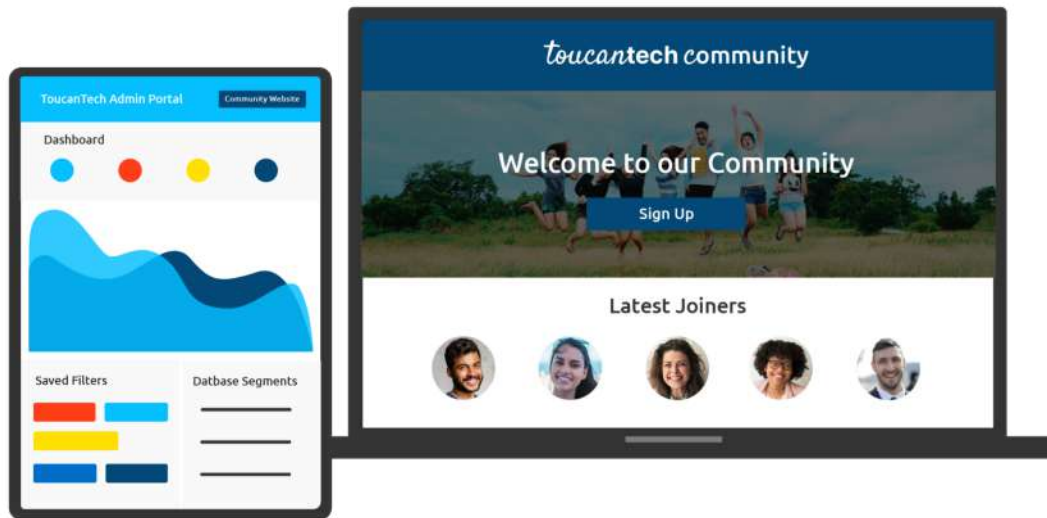
[www.rhlconsulting.co.uk](http://www.rhlconsulting.co.uk)

Please join the discussion  
and access webinar slides/  
recordings here:  
**[forum.toucantech.com](https://forum.toucantech.com)**



# About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



**Any questions?**

Please contact Amy – [amy@toucantech.com](mailto:amy@toucantech.com)  
[www.toucantech.com](http://www.toucantech.com)

