

IDPE Live 2020

Adapting fundraising & alumni communications during COVID-19: A practical case study

Amanda Reynolds, Foundation & Alumni Director, West Buckland School Foundation



West Buckland School

– “Forward Thinking”

620 pupils, co-ed, day and boarding

Nursery through to 6th form (age 3yrs to 18yrs)

Day pupils from Devon

Boarders from UK and 18 different countries

Good Schools Guide: “A gem of a school in an exceptional location”

Ranked within top 40 co-ed boarding schools in the UK



West Buckland School Foundation

Founded in 2003 by a group of forward-thinking alumni

Aims are friend-raising and fundraising for West Buckland School

The Foundation seeks to raise funds for the development of facilities and for its own Bursary programme

Bursary Fund managed by Smith and Williamson

Sixteen fully funded bursary students in school at present

Foundation & Alumni Office – two full time staff, two part time –
Database Officer and Finance Officer

Organises reunions, networking, sporting and other social events

ToucanTech database 11,263 living contacts (4,100 with emails)



Lockdown during COVID-19 crisis

School closed a week early on Thursday 19th March – alumni office gave Year 13 leavers their hoodies and registered them on the alumni website

All events – reunions, legacy lunches, dinners, alumni sports days cancelled

Pupils spent last week of Spring term learning from home via Microsoft Teams

School only open for key workers children and vulnerable children

Foundation & Alumni Director moved office to her home

Foundation & Alumni Officer placed on furlough leave

Archivist placed on furlough leave

Finance Officer's hours with Foundation & OWBA reduced




Digital Communications

OWBA online presence to remain high across social media platforms – Facebook, Twitter, LinkedIn.

New weekly newsletter to all alumni, collating positive stories from our community

OWBA/ToucanTech website from newsletters







Dear Alumni and friends of West Buckland School,

We are pleased to report that the School has been a "virtual" hive of activity this Half Term. Teachers and students have embraced a whole new way of learning online and we have enjoyed seeing the creativity coming forth from the Prep School pupils (pictures below).

Last week, West Buckland School hosted its inaugural "virtual Open Day". If you too, miss our dear old School or would like to "meet" the Headmaster, you can enjoy the WBS experience [HERE](#)






Engagement News..

Warmest congratulations to **Joe Withridge** (08-10C) and his fiancée, Natalie Dinar, who have recently announced their engagement.

Joe is currently farming in the family farm and doing a part time accountancy course. Natalie from London is a Medicines Manager at North Devon District Hospital.



Bertie's Bike Challenge..

Good luck to **Bertie Stretch** (11-14B) who is swapping his scrum hat for two wheels and is cycling for 24 hours today.

Bertie is raising funds for Dementia UK. Find out more [HERE](#)


Musical Treats...

If you missed **Emma Rawicz-Szczerbo** (09-18B) performing for JazzNewBlood in aid of Help Musicians UK, you can catch it [HERE](#)


Check out the talented **Rebecca Spear** (03-14B) singing "[What a Wonderful World](#)"...

WBS Archivist, **Berwick Coates** has been busy during lockdown and we are delighted to share with you his latest offering....

"*Roses Round the Door*" is now available to purchase online through [The Book Depository](#)



William "Bill" Riding



We have received an enquiry from the family of Bill Riding asking if we had any information on him in the Archives. We understand that Bill taught Physics and ran CCF during 1950's. If anyone has any memories they would like to share, please do [get in touch](#)

Quiz Night (tonight!)

If you enjoy a good quiz, then please do join us tonight for the WBS family Quiz Night.

Our very own Guy Monk, will perform the role of Quiz Master extraordinaire and will commence proceedings at 7.30pm. To find out how to join in the fun, visit the WBS [website](#).

Stay safe and stay in touch

Amanda and Monica

This is a message from [Old West Buckland Association]
Having trouble reading this email? Try [viewing it in your browser](#)
You can change your contact details and preferences [here](#)
Want to unsubscribe from these emails? [Click here](#)

Powered by [ToucanTech](#)

Supporting the community

Wednesday 25th March we sent a mass email to our active database to explain that the Foundation and the Old West Buckland Association were working together to support our community

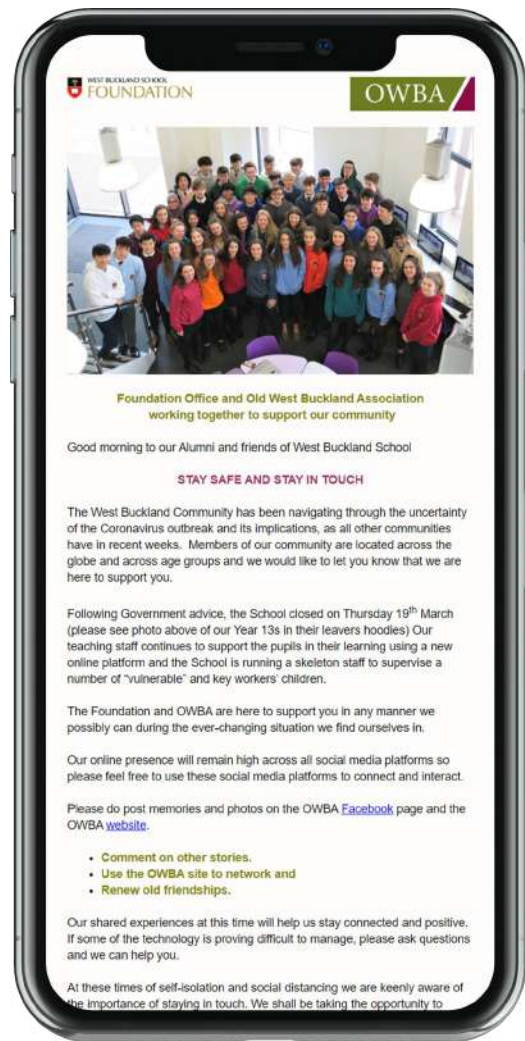
Explained that reunions and events were cancelled

School DT department made PPE masks for local GP surgeries, hospitals and care homes

Collected prescriptions for local elderly alumni

Started work on a new Business Directory to help parents and alumni promote their businesses via the West Buckland community

STAY SAFE AND STAY IN TOUCH was our strapline



Communications

A mixture of comms to suit different age groups:

Email – regular email newsletters sent out using ToucanTech software

Phone – personal phone calls to those who are not online and are more isolated or vulnerable

Easy to search by age and those who did not have email

Post – personal cards printed from a key workers' child's collage of the School



Designed by Molly Pettingell (Year 4)
West Buckland Prep School 2020



Registered Charity Number: 306710



OWBA Website

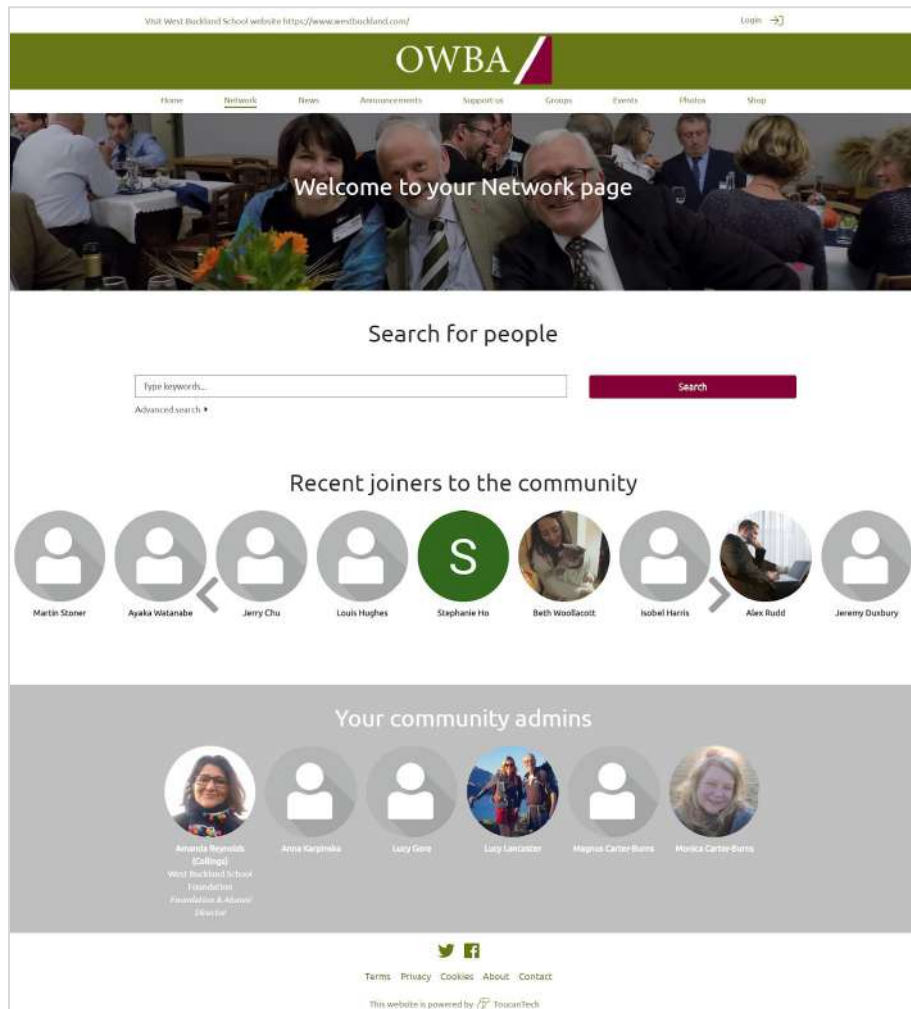
Encouraged our database to use the site to network and renew old friendships

Two-way interaction - shared experiences will help us stay connected and positive

If technology is difficult please call and ask for help

Connect and interact by posting memories and photos on the website, comment on other stories

Opening up more of our OWBA website to make more pages/ content visible without logging-in



Emergency Fund – set up

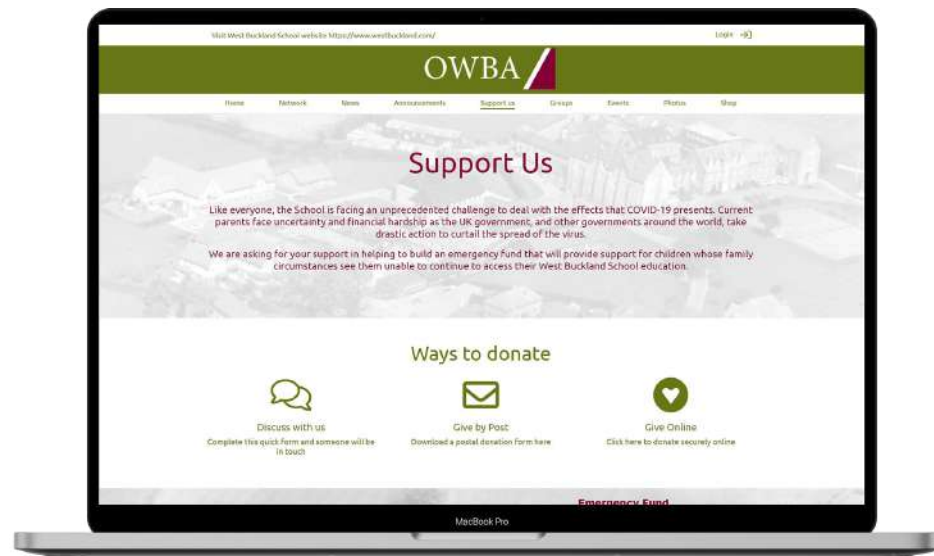
Foundation Trustees virtual meeting decided to kick start an Emergency Fund with £50,000 from Foundation reserves

Emergency Fund more appropriate than Hardship Fund

Created a Constitution and Terms of Reference (happy to share these templates) agreed by Governing Body with an Assessment Panel (Bursar and Foundation Director) and a Confirmation Panel (Headmasters, Governors and Trustees)

Sent an email letter from the Headmaster and President of the Alumni Society to all contacts (using legitimate interest) apart from current parents, students and leavers asking for support.

Link to an Emergency Fund page on the OWBA website to make donating easy



Emergency Fund – donations

On top of the £50,000 from the Foundation and an extremely generous pledge of £100,000 from an Alumni's Charitable Fund we have received almost £20,000 from alumni and former staff and parents so far

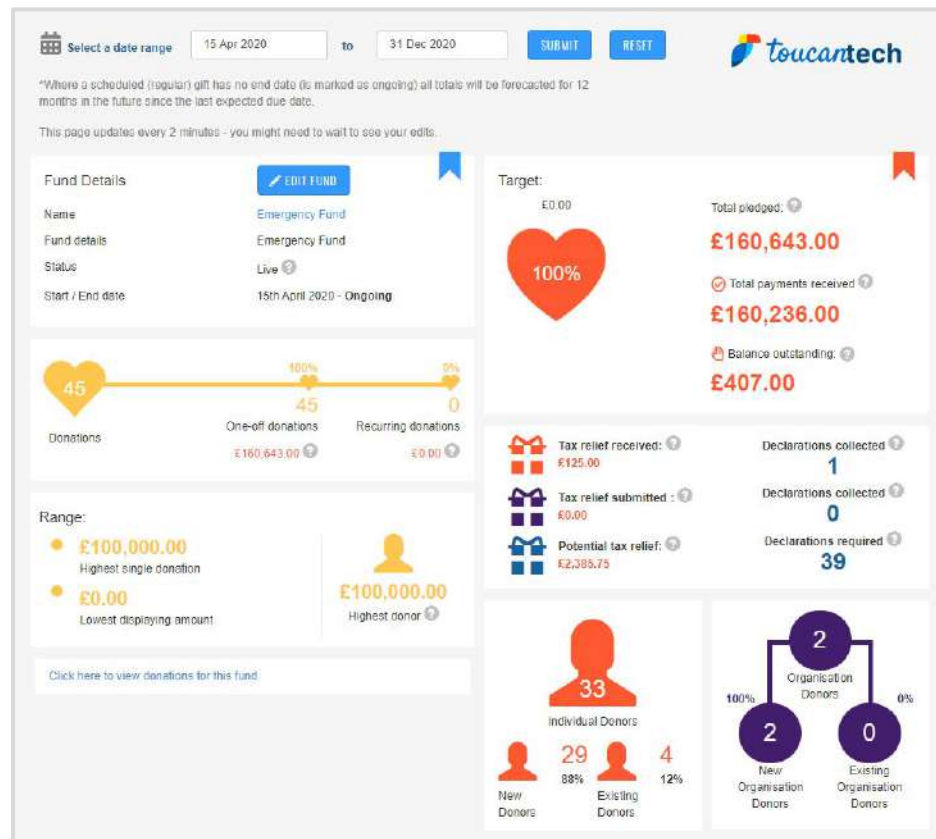
27 individual donors (9 new)

Gifts ranged from £20 to £3000

All with Gift Aid, with the exception of 1 corporate donor

Half of these payments made online (elderly alumni are not keen on online banking!)

Each donor personally thanked by post. Much email traffic and many phone calls



Emergency Fund – impact

Deadline for first round of applications was 6th May

All eligible applications assessed and considered

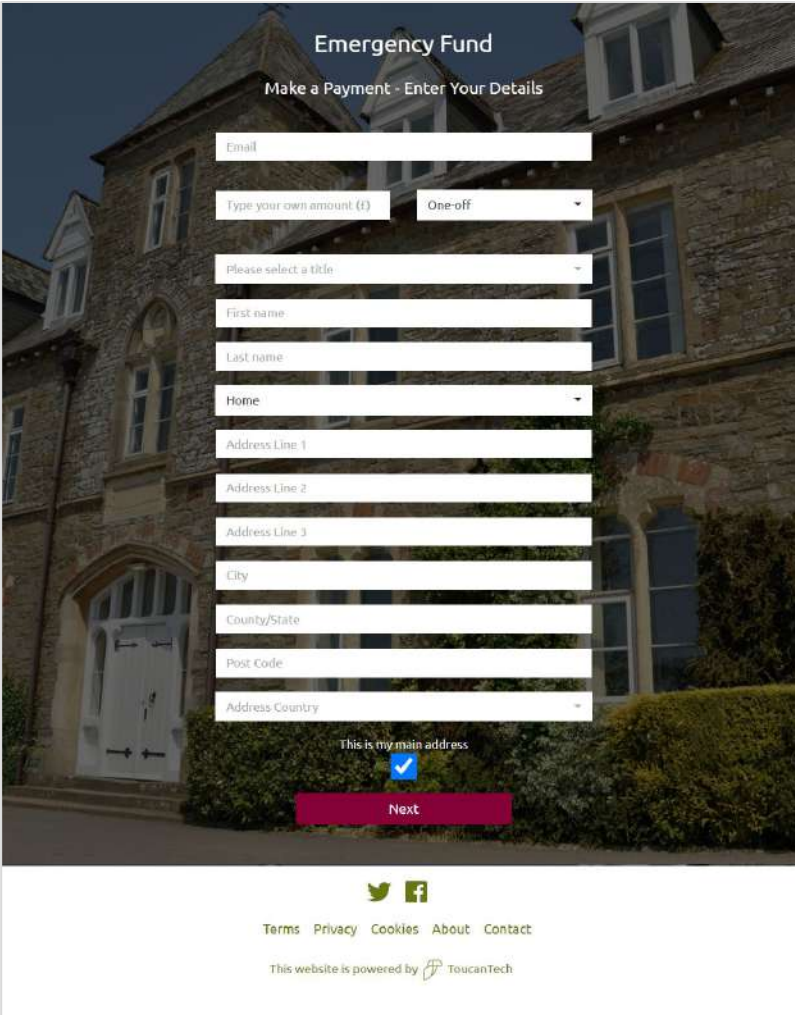
Foundation Director spoke with each applicant to help understand financial circumstances

Assessment panel gave recommendations to be discussed with Confirmation Panel

28 pupils helped with Summer term rebated fees

£40,000 of the Fund spent in first round

2nd Round of funding expected to be in time for Autumn term fees

A screenshot of a web application for an 'Emergency Fund'. The background is a photograph of a large, multi-story stone building with a white door and windows. The form is overlaid on the right side of the image. At the top, it says 'Emergency Fund' and 'Make a Payment - Enter Your Details'. The form fields include: 'Email', 'Type your own amount (£)' with a dropdown menu set to 'One-off', 'Please select a title', 'First name', 'Last name', 'Home' with a dropdown arrow, 'Address Line 1', 'Address Line 2', 'Address Line 3', 'City', 'County/State', 'Post Code', and 'Address Country'. Below these fields is a checkbox labeled 'This is my main address' which is checked. At the bottom of the form is a red 'Next' button. Below the form, there are social media icons for Twitter and Facebook, and links for 'Terms', 'Privacy', 'Cookies', 'About', and 'Contact'. At the very bottom, it says 'This website is powered by TeacanTech' with a small logo.

Other activities during lockdown

Checking in with families of Foundation bursary students

Providing WiFi dongles to those who had weak broadband for home learning

Paying for boarding for vulnerable children during lockdown

VE Day memories news content generated a lot of comments and email messages

Alumni quiz planned

Communication on the day of cancelled events



Strategy during lockdown

Regular phone calls with Juliet Corbett Consulting

Conference calls with Bursary committee

Trustee Strategy Group virtual meeting

Short term strategy:

- Connect and communicate
- No direct appeal for funding apart from the Emergency Fund
- Prepare for a Legacy Campaign
- Short video on the Foundation
- Regular communications with OWBA Committee and School's Marketing department



Positives from the last three months

More conversations with new people, including lost alumni and current parents

An encouraging response to the Emergency Fund

Heart-warming stories from the school community

Closer working relationship with the School in managing the Fund

Access to an easy cloud database to log fundraising, activities and manage communications



About ToucanTech

DATA

Secure cloud database
Powerful fundraising CRM
Custom fields & admin levels
Consent management



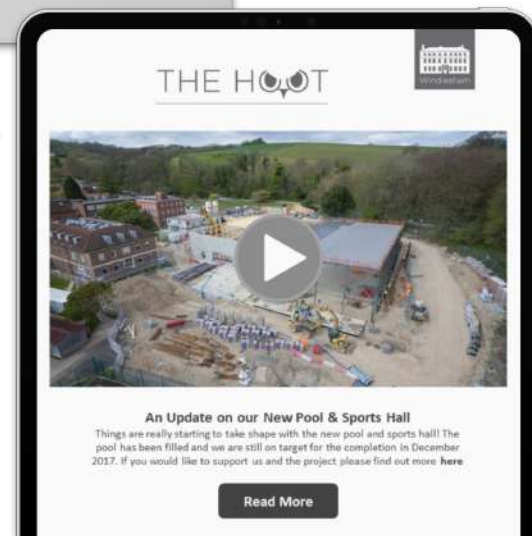
COMMUNITY

Branded website
Member portal
Forums & groups
Events & ticketing
Mentoring & jobs
Online payments
& much more!



COMMS

Email newsletters
Engagement filters
Event management
Postal mail merge
Donation forms
Surveys





Get in touch!

hello@toucantech.com

+44 (0) 203 189 1774

+ 61 (0) 73 186 8774

+1 (831) 226 8774

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