

**Click the link below to open a
video recording for this Webinar:**

https://recordings.join.me/JMXPxiSv5UGQ_zXBoVjT0g



The Alumni Journey

Sara Eastwood, Alumni Officer at Concord College

Overview of Concord College

- **Leading international secondary school set in Shropshire countryside, founded 1944**
- **85% boarding**
- **2019 A'Level Results were 84% A*/A, 97% A* – B, 100% A*-C**
- **Over 20 students per year get an Oxbridge offer**
- **600 Students, over 30 Nationalities**
- **7,262 Alumni records, 2,234 members, over 70 Nationalities**

Marketing Team at Concord

Vanessa - Head of Marketing & Girls



Sara - Alumni Officer



Josh - Marketing Manager



Alumni Community Aspiration

“We are here to facilitate opportunities for continued excellence in our Alumni Communities academic, career, business and social lives to inspire them enough to give back their time, talent and treasure”



We are taking our Community on a Journey

1. **Grow** their trust
by making it
relevant

2. **Engage** them
by making it
useful

3. **Nurture**
them to ensure
they are
thankful



RELEVANT



USEFUL STUFF →

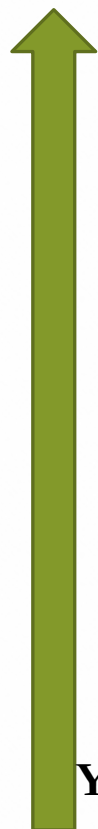




Concord & Our Alumni Community

A Reciprocal Relationship

**That
grows
stronger
and
stronger
and
stronger...**



15. And so it continues...
16. Concord become even more **Thankful** so invest more...
13. The Community becomes even more engaged
12. Even more Alumni give more **Time + Talent + Treasure**
11. Even more Alumni become even more **Thankful**
10. Concord facilitates even more **Relevant + Useful** connections
9. Concord become more **Thankful** so invest more...
8. The Community becomes more engaged
7. More Alumni give more **Time + Talent + Treasure**
6. More Alumni become more **Thankful**
5. Concord facilitates more **Relevant + Useful** connections
4. Concord become **Thankful** so invest more...
3. Alumni give **Time + Talent + Treasure**
2. Alumni become **Thankful**
1. Concord facilitates **Relevant + Useful** connections

Years

Concord Alumni Growth Statistics

Alumni Website	Year 1 (2015)	Year 2 (2016)	Year 3 (2017)	Year 4 (2018)	Year 5 (to date 2019)
Total Membership	881	1351	1636	1911	2241
Split by 6.2 New Members	125	135	136	119	138
Other New Members	756	335	149	156	192
Stories Published	94	88	80	83 (+39 Concord Now)	95 (+49 Concord Now)
Emails Sent	51	87	182	245	227

We are taking our Community on a Journey

1. **Grow** their trust
by making it
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they are
thankful



Growing Relevance

Making our community relevant
Just a few idea!

Relevant Communications

significantly increases relevance

Dear [[first_name]]

To help us celebrate our 70th Birthday this year we caught up with some 2009 leavers - ten years after they left Concord College!

Find out what they are doing now, who they wish they had stayed in contact with and more below!

If you want to tell us your story [click here](#).

Catch up with nee Parker) (2005-2009)



Tell us your story...
Escaping after room check and more...

[Read More](#)

227
Mass emails
sent
(last 12 months)

44%
Mass email open
rate
(last 12 months)

110 (47.0%) Opened
25 (10.7%) Clicked
0 (0%) Hard Bounces
6 (2.6%) Soft Bounces
0 (0%) Complained
1 (0.4%) Unsubscribed

155 (51.5%) Opened
4 (1.3%) Clicked
5 (1.7%) Hard Bounces
1 (0.3%) Soft Bounces
0 (0%) Complained
0 (0%) Unsubscribed

Dear [[first_name]]

We are writing to all Alumni who have flagged Kuala Lumpur or Malaysia as your current city/country to ask you to use your network to see if there are any budding junior rugby boys and girls out there interested in joining the KL Cobra Rugby Club!

Find out more about how to join and how Alumni Shah Zainudin got involved and [message Shah](#) via his profile if you have any questions.

Play Rugby in Kuala Lumpur with Alumni (1988-1990)



[Read More](#)

Regards

SA

Sara Eastwood
Alumni Officer


Relevant Communications

Using THEIR data to Target

Targetting significantly increases relevance...


Email 382 people	HELP: Narissa Myk (2016-2018) raise money for charity	15 Oct 2019 11:48	Email sent	231 (60.5%) Opened 32 (8.4%) Clicked 0 (0%) Hard Bounces 0 (0%) Soft Bounces 0 (0%) Complained 0 (0%) Unsubscribed
Email 76 people	Catch Up: Edelyn Brawidjojo 1995-1997	15 Oct 2019 13:05	Email sent	34 (44.7%) Opened 11 (14.5%) Clicked
Email 30 people	Catch Up: Edelyn Brawidjojo 1995-1997 (Non Member)	15 Oct 2019 13:08	Email sent	10 (33.3%) Opened 0 (0%) Clicked
Email 41 people	CAREER: Job Opportunity in Ludlow	13 Jul 2019 7:45	Email sent	29 (70.7%) Opened 7 (17.1%) Clicked
Email 182 people	CLUBS: Concordians in Hong Kong	17 Jul 2019 12:27	Email sent	103 (56.6%) Opened 43 (23.6%) Clicked
Email 68 people	HELP: Izabela Collares speaking at Conference on Environmental Law	9 Jul 2019 11:09	Email sent	49 (72.1%) Opened 16 (23.5%) Clicked

Relevant Stories Using Facebook






Sara Jones
(Happy Days)

Timeline ▾ About Friends 946 Photos Ar

 **Happy Days**
February 16 at 6:03 AM · 🌐

I am the team manager for the U16s Cobrats rugby t
Rugby Club in Kuala Lumpur. Currently we are playin
International Rugby Tournament held at the Pattana
Bangkok .Inviting any concord alumni with children to
regular practise held at the Astaka Field ,Petaling Ja
— with Sri Utami Dewi.





Play Rugby in Kuala Lumpur with
Alumn[redacted] (1988-1990)

Shah is the team manager at Cobra Rugby Club in
Kuala Lumpur and is looking for new recruits More...


Social Media is a Window into Real Lives



Alumni **Sarah** (2014-2016) - A True Survivor

Adapted from her blog, Sarah tells her inspiring story about fighting cancer when she was just 16 years old [More...](#)



 (1994-1997) Gets Married

We love a wedding story here at Concord! More...



Syed Saadul Rauf
October 27, 2011

Yayyyy! Well done Projek57 team and thank you Malaymail for sharing our story and our journey. Have a great weekend folks! #projek57 #bersatuteguh



MALAYMAIL.COM

Projek 57 on a quest to build Malaysian unity | Malay Mail

KUALA LUMPUR, Oct 27 — Once in a while, amid the noise that rises about...



Catch up with Syed Saadul Rauf (1993-1994) founder of charity Projek57

Read how Syed is hoping to get Malaysia back to its founding values of 1957 More...



Cristin
23 mins · 2

Any friends studied in Denmark, Finland, Sweden, Austria or Germany? Ideally Computer Science or something related, but not necessarily! I need some advice 😊 many thanks!



1

1 Comment



Like



Comment



Happy Days Send me a quick email Cristin with what you are looking for and I can ask the Alumni Network to help! alumni@concordcollege.org.uk - I am in the office tomorrow so can make this a priority.

Like · Reply · 17m

Identify Alumni most able/willing to give back their Time, Talent & Treasure


Alumni Groups*	Total Number Identified on Alumni Database (April 2019)	Percentage who are signed up members
Head Prefects	67	69%
Bell Prize Winners	27	81%
Oxford and Cambridge Students	209	68%
Scholars	15	87%
Top Performers (A Level Results)	0	0
Notable Alumni (aged over 40)	7	100%
Rising Stars (aged under 40)	8	100%
Tony Morris Contact	144	49%

Relevant Stories Using LinkedIn

Managing director at [redacted] ...


[redacted] • 1st
Managing director at [redacted]

WEDNESDAY

 **Sara Eastwood** • 2:24 PM
Hello [redacted] Sara here the Alumni Officer at Concord College. Just seen you are recruiting..we don't have that many alumni in Vietnam but I do have 11...is it worth me emailing them to see if they know anyone who might be looking for a job? Let me know!

My ambition this year is to get our Alumni community working together to help grow business by networking. You never know who you might find though the network!


TODAY


 **Hi [redacted]** • 2:06 AM
Absolutely
Fantastic ! I'd love to connect with them !

[redacted] • 1h ago
Mobile

[redacted] • 1st
Co-Founder of [redacted] • UCL ManSci

WEDNESDAY

 **Sara Eastwood** • 8:53 PM
Hello - I am the Alumni Officer at Concord College. I am looking for interesting stories for our Alumni Community Website and wondered if you would be interested in telling me a bit more about your startup-perhaps I can help you make some business connections within the network. Let me know, Sara

 [redacted] • 8:53 PM
Hi Sara,


Thanks for contacting me, I would be interested in having a conversation with you about my startup. I actually cofounded it with my ex-schoolmate from Concord, Rhyme Luk, so if possible I'd like to involve him.


[redacted]


[redacted] • 2h ago
Mobile

[redacted] • 1st
Co-Founder [redacted] Hong Kong

WEDNESDAY

 **Sara Eastwood** • 3:06 PM
Hello [redacted] - I am the alumni officer at Concord College. I would love to find out a bit more about your start up business and potentially write a story for the Alumni Community Website. Please connect so we can chat. Sara x

 [redacted] • 3:06 PM
Hi nice to meet you !
May I contact you later when my product is in a fuller shape ? It's good to hear from you !


 **Sara Eastwood** • 10:22 PM
Yes, of course
But don't forget we may be able to help so don't forget to ask x 😊

Relevant Content


Make it easy to search

[Home](#) [News](#) [Network](#) [Fundraising](#) [Partners](#) [Careers](#) [Clubs](#) [Events](#) [Photos](#) [Resources](#)


Popular Stories Today




How to Apply for an Anthony Morris Scholarship
A scholarship enables talented young individuals to attend Concord whose families might not otherwise be able to afford ... More...




Catch up with Lucy Jones (nee Parker) (2005-2009)
Escaping after room check and more... More...



Concord Alumni who marry Concord Alumni List
We thought it would be great to celebrate all Concord marriages More...



Catch up with Harriet Watkins (2007-2009)
"So, since leaving Concord I have never not been a student!" More...

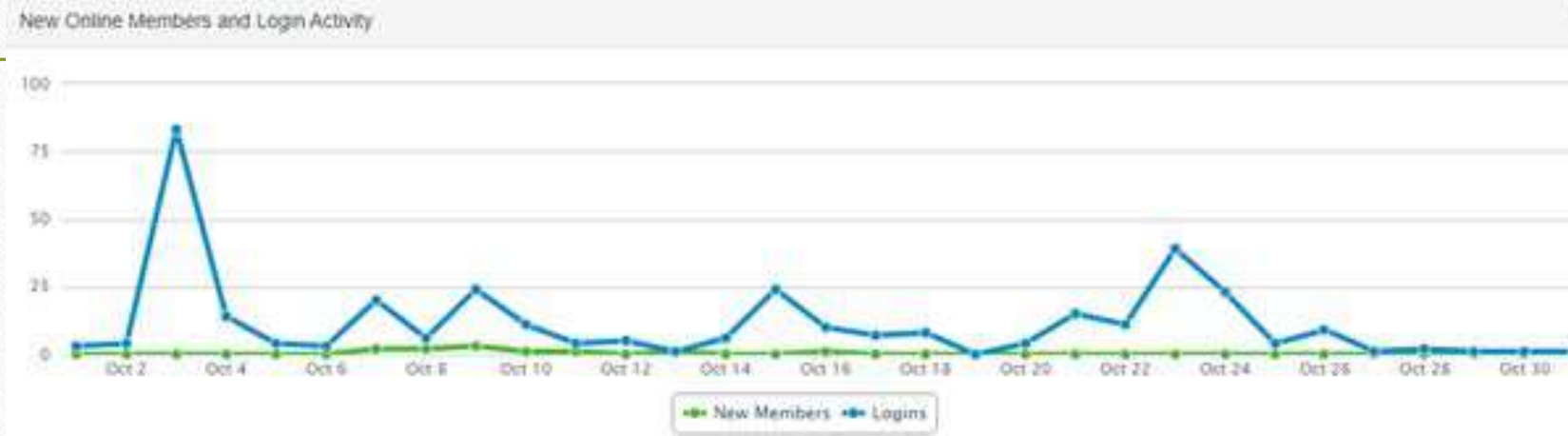


Anthony Morris Foundation
How to Apply for an Anthony Morris Scholarship
A scholarship enables talented young individuals to attend Concord whose families might not otherwise be able to afford the fees More...

Search for Stories

1960's Alumni // 1970's Alumni // 1980's Alumni // 1990's Alumni // 2000's Alumni // 2010's Alumni // Anthony Morris Foundation // Catch Up:Friends // Catch Up:Notable Alumni // Catch Up:Rising Stars // Celebrating Birthdays // Celebrating Marriages // Celebrating Remembrance // Celebrating Retirements // Concord Attingham Park // Concord Columns // Concord Now // Concord Summer School // Concord Tunbridge Wells // Help:Career // Help:Charity // Help:Concord // Help:Mentoring // Help:Search // Help:Top Tips // Networking:Business // Networking:Lifestyle // Networking:Social

And it works!



Logged in

Past month



ADVANCED FILTERS

484 records found matching your search criteria

= 22%

Logged in

Past 3 months



ADVANCED FILTERS

806 records found matching your search criteria

= 36%

Managing Sad News

Email
55 people

Remembrance: Mr Wesley Briscoe (Non Mem
bers)

5 Nov 2019 12:20

Email sent

17 (30.9%) Opened
9 (16.4%) Clicked
0 (0%) Hard Bounces
0 (0%) Soft Bounces
0 (0%) Complained
0 (0%) Unsubscribed

Email
659 people

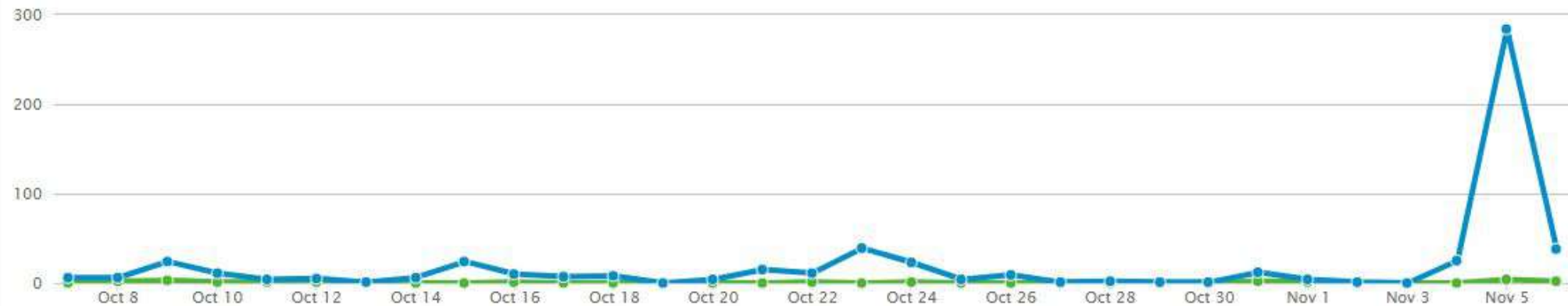
Remembrance: Mr Wesley Briscoe

5 Nov 2019 12:16

Email sent

386 (58.6%) Opened
313 (47.5%) Clicked
0 (0%) Hard Bounces
0 (0%) Soft Bounces
0 (0%) Complained
0 (0%) Unsubscribed

New Online Memb



Top Tips For Relevant Content

- Use Facebook and other social media to find stories and bounce ideas – make friends and ASK your Alumni
- Use ‘surveys’ to make getting stories easy (hopefully integrated into TT soon)
- Use ‘Clubs’ on your TT site to create mini communities within your wider community e.g. University Buddy Clubs, City Networking Clubs
- Ask Ask Ask...even if you don't need to ask – ASK your community to get involved
- Make it easy for them to open your emails – make them relevant to the people you are sending e.g. Catch up with a friend from 1988-1990 (sent to people in the school that time)

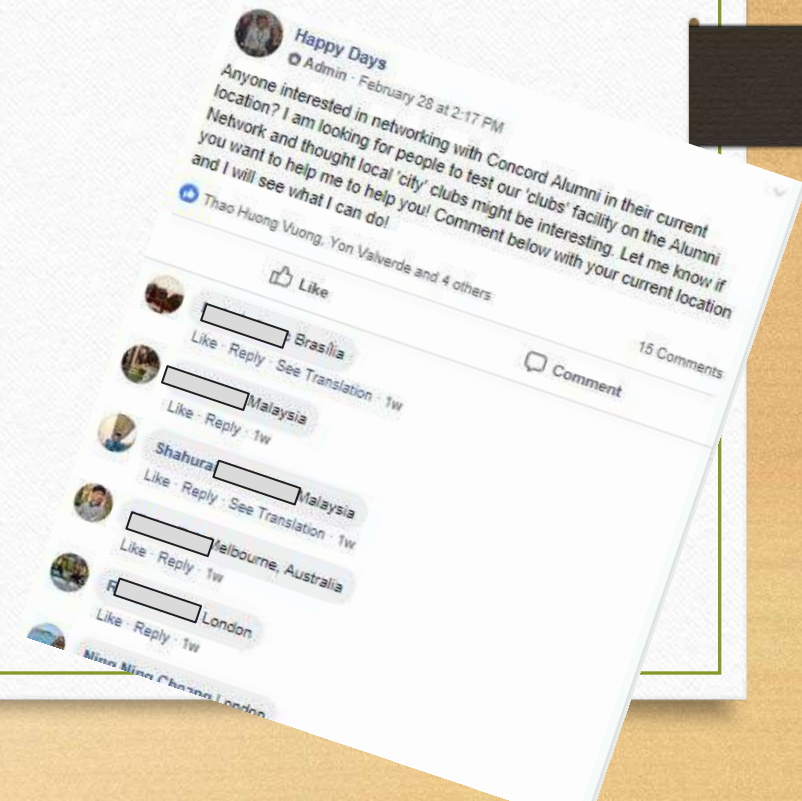
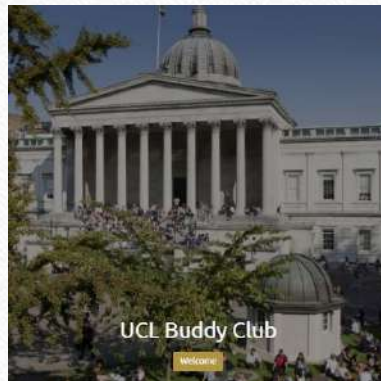
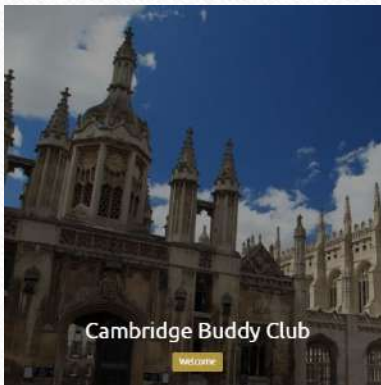


Engaging Usefulness

Engaging activities to help Alumni
make useful academic, career, business and
social connections

Academic: University Buddy Clubs

Encourages new Alumni to connect with Alumni already at the University of their choice...



Academic: Meet & Greet Sponsored Dinners

Choose some of your most populated Universities and in the first term at bigger Universities so old Alumni can help Fresher Alumni settle in.



Concord-Oxford Welcome Dinner 2018

The second Concord-Oxford Welcome Dinner...
[More...](#)



Concord-Cambridge Welcome Dinner 2018



Your College Your Alumni Your Network

1st November 2018

The fifth 'Concord-Cambridge Welcome Dinner'...
Our most successful welcome dinner yet?

Read about it by [clicking here](#).

Once a Concordian, always a Concordian.

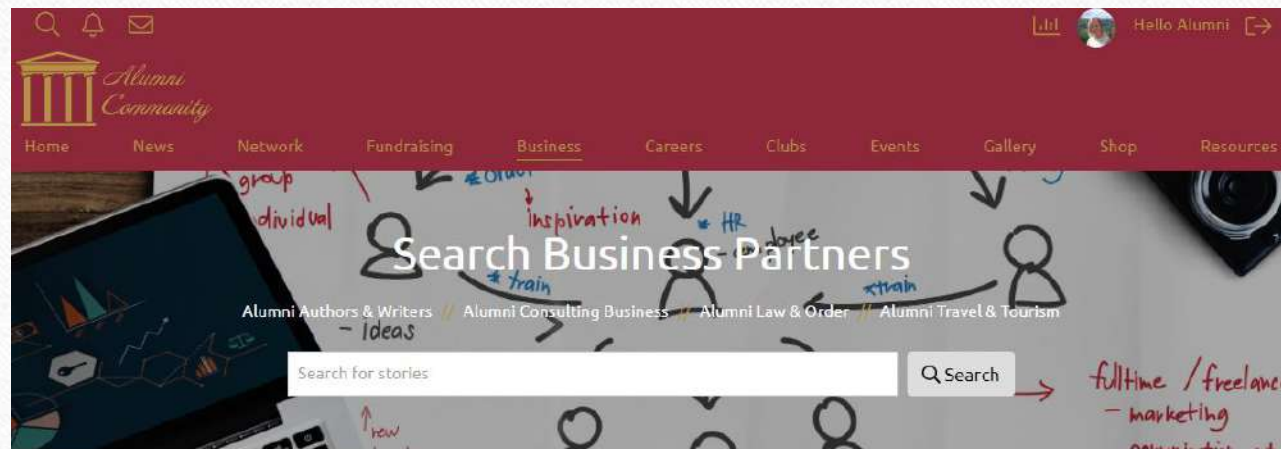
This is a message from Concord College Alumni
Want to unsubscribe from these emails? [Click here](#).
Having trouble reading this email? Try [viewing it in your browser](#)
If you've changed your details recently, or if you don't want to hear from us again...login and [change your settings](#).

Academic: Spot University Activities on Facebook

Invite Alumni to advertise them on the Alumni Website



Business: Set up a Business Partners Page



Your Businesses



Alumni Travel & Tourism
RESTAURANT: Sushi Nyo!, Causeway Bay, Hong Kong

If you are looking for some fine dining Japanese cuisine - look no further than Sushi Nyo! and get 10% off your food bill... More...



Alumni Travel & Tourism
RESTAURANT: Hotpot Kitchen, Sham Shui Po, Hong Kong

With 15% off food and a free beer pop by Hotpot Kitchen for a bite to eat. More...



Alumni Travel & Tourism
BAR: The Aftermath, Central/Lan Kwai Fong, Hong Kong

The Aftermath is a bar that comes with plenty of music street cred - call Alumni Carven who will buy you a drink...and y... More...



Alumni Travel & Tourism
VACATION RENTAL: Clearviews (Sleeps 10-15) Church Stretton, England

Looking for a break away from the stresses of University or a holiday in the UK? Stay at Clearviews in Church Stretton... More...

Do You Own or Run a Leisure Business?



We're looking for Alumni owned establishments around the world that our members can trust - so whether you own or run a restaurant, bar, hotel, resort, cafe, B&B or even a vacation rental, let us know

[Find Out More](#)

875 (45.9%) Opened
41 (2.1%) Clicked
9 (0.5%) Hard Bounces
30 (1.6%) Soft Bounces
1 (0.1%) Complained
0 (0%) Unsubscribed

Share Business & Career Stories



News > Catch Up: Notable Alumni



Notable Alumni [redacted] (1988-1989) Inspiring Women in Business and Sport

Sharmeen and her sister Shaiza changed the face of women's cricket in Pakistan after leaving Concord More...



BAFTA Success For [redacted] (1978-1980)

'I am not your Negro' won the category of 'best documentary' at the 2018 BAFTA Awards. More...



Investor [redacted] (1978-1999) Francis had a dream to offer a Concord.edu his home town - this dream became a reality More...



An Interview with Mr Tony Morris

We were privileged to have an interview with Mr Tony Morris, Principal at Concord College 1965-2005 More...



Aerospace Entrepreneur [redacted] (1991-1993)

Making her mark in the aerospace industry More...



Small Business Entrepreneur Emma Jones (1988-1990)

Emma was awarded her MBE in 2014. She is founder of Enterprise Nation, business expert and author. More...



Emily [redacted] (2008-2012) working with Concord Shanghai
Find out how using her Concord network got Emily and her partner an opportunity to work in Shanghai More...



Alumni SH [redacted] (1994-1997) and his Montessori School
Read how the Concord Alumni Network brought Montessori and Concord Shanghai together More...



Concord girls enjoy visit to Goldman Sachs
Could you offer a career visit to Concord Students? More...

Career: Advertise Jobs

Encourage job advertising by finding Graduate Schemes or advertising your own jobs to targeted alumni – if you don't have the data to target ASK on Facebook.




Career: NEW! Job Opportunities

Alumni Community

[Home](#) [News](#) [Network](#) [Fundraising](#) [Business](#) [Careers](#) [Clubs](#) [Events](#) [Gallery](#) [Shop](#) [Resources](#) [Magazines](#)

Careers > Concord Summer School Jobs

Concord Summer School Jobs at Concord College Summer School



If you are looking for an opportunity to work as part of a great team in a beautiful setting with first class facilities, excellent working conditions and rates of pay, then consider joining the Concord Summer Course team. Vacancies for the 2020 programme will be advertised from early 2020. If you wish to express an interest in any role, please send a short email to our HR team to be added to our HR Summer Course mailing list.

- Teacher of EFL
- Teacher of Biology, Chemistry, Maths or Physics
- Teacher of Art, Drama or PE
- Activity Assistant
- Boarding Assistant
- Course Assistant

Company	Concord College Summer School
Position	Concord Summer School Jobs
City	Acton Burnell
Country	United Kingdom
Expiry Date	01 Jul 2020
Posted by	Alumni Eastwood (Sara Eastwood)
Posted on	05 Nov 2019
Categories	Job // Part Time // Work Experience



[More information](#)

[Apply](#)

Staff Benefits

- Excellent remuneration based on qualifications and experience
- Access to a gym, swimming pool, sports facilities and music facilities (on site)
- Well stocked library and access to ample resources
- State-of-the-art teaching facilities
- Stunning rural campus in a beautiful location
- Full board
- Single bedroom (most are en suite)
- Three meals per day, plus afternoon cakes
- Weekly laundry service
- Room cleaned every weekday
- Lunch money provided when accompanying students on full day excursions

Members with connections to the company



Patricia VladSebastian Mitel

Other Ideas for Continued Excellence in Career/Business Lives

- Write Career based stories – e.g. Day in the Life of alumni Cardiologist, Radiologist, Breast Surgeon, Plastic Surgeon etc.
- Identify Notable Alumni and Rising Stars and write their stories.
- Create industry sector Clubs
- Share networking stories where alumni have helped alumni
- Find one or two Alumni you could really help – help them find connections to grow their business and create a great case study for yourself...(ha ha just inspired myself with this one see to the right...)

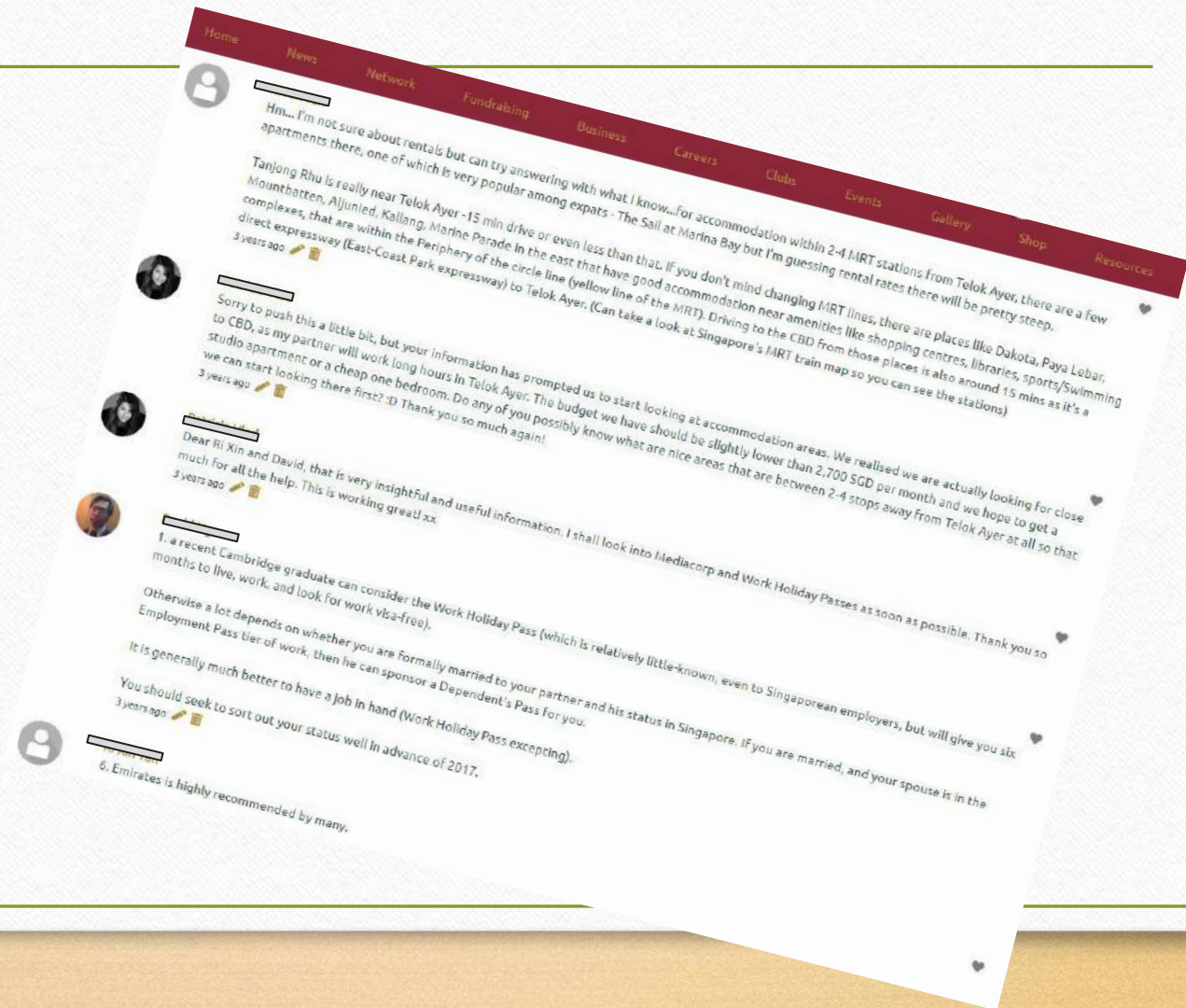


LifeStage: Help Alumni moving location



Help [redacted] with Career & Life Advice about Singapore

Are you from Singapore or live there now? Please help Alumni Patricia (2009-2011) find her feet. More...



LifeStage: Got a Birthday Coming Up?

Gallery > 70 Mini Reunion Gatherings

70 Mini Reunion Gatherings

For Concord's 70th Birthday



70th Birthday 1986-1991 Reunion Chat

General Interest

You are a member

Dear [[first_name]]

To help celebrate Concord's 70th Birthday this year, we want to know more about the students who left Concord thirty year ago in 1989. According to our records that is you!

[Click here to a Q&A](#) and tell us what you have been doing in the past thirty years. There are lots of questions so pick and choose the ones you want - you do not have to answer them all.

If you have some photos of you then and now please also send to me by return email so I can add them to your story.

Sara

Sara Eastwood
Alumni Officer

Concord Student 1988-1990

Social: Contact Alumni when Exhibiting



Surprise Reunion in Almaty, Kazakhstan

Read how Mr Leighton unexpectedly found these Alumni on a recent trip... [More...](#)



Fri 25 Oct | Meeting with Mr & Mrs Hawkins in Shanghai

📍 Floret Child, Huangpu District



Alumni mingle with Concord parents in Hong Kong

Mr & Mrs Hawkins host a dinner in Hong Kong [More...](#)

Other ideas for Social/Life Stage Stories

- Interview people getting married or who have married.
- Write memorials for people who have passed. Encourage Alumni to share photos and memories of that person to share with their loved ones.
- When teachers retire interview them and email to students who were in the school the same time as them.
- If alumni are moving abroad encourage them to ask for help
- Have Alumni in other countries? Write about how things are different.



A 100 Day Baby Celebration with Alumni Friends

Lots of Alumni joined Hilda, [redacted] and their daughter for this traditional celebration More...



News > Celebrating Retirements



Mr Neil Hawkins to step down as Principal of Concord College

Mr Hawkins, alongside Mrs Hawkins, will both continue in other roles supporting Concord More...



An Interview with [REDACTED]
Clarke

Read more about Allison's time at Concord and what she's getting up to during her retirement. [More...](#)



Concord says Goodbye to Two Long Serving Teachers

At the end of the Summer Term Mr Steve [REDACTED] for are off to pastures new More...



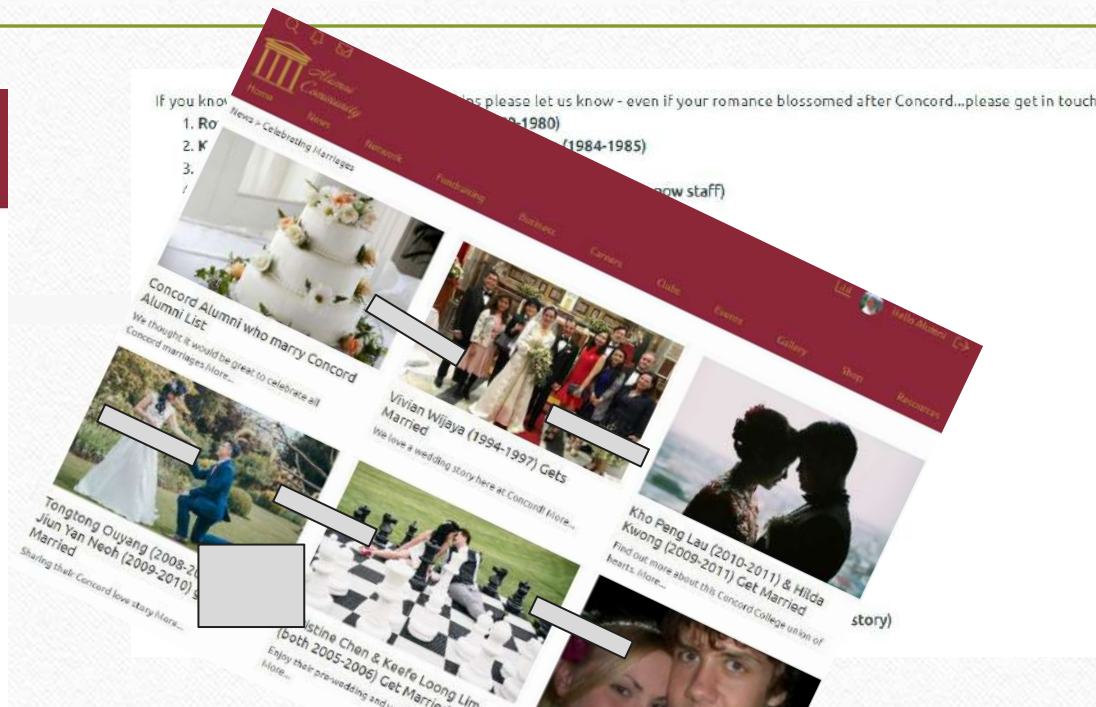
Two Concord Staff retire after a



Retiring Mr Leighton after over



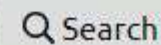
Retiring Mr Nick Blake after



Search for Stories

[1960's Alumni](#) // [1970's Alumni](#) // [1980's Alumni](#) // [1990's Alumni](#) // [2000's Alumni](#) // [2010's Alumni](#) // [Anthony Morris Foundation](#) // [Catch Up:Friends](#) // [Catch Up:Notable Alumni](#) // [Catch Up:Rising Stars](#) // [Celebrating Birthdays](#) // [Celebrating Marriages](#) // [Celebrating Remembrance](#) // [Celebrating Retirements](#) // [Concord Attingham Park](#) // [Concord Columns](#) // [Concord Now](#) // [Concord Summer School](#) // [Concord Tunbridge Wells](#) // [Help:Career](#) // [Help:Charity](#) // [Help:Concord](#) // [Help:Mentoring](#) // [Help:Search](#) // [Help:Top Tips](#) // [Networking:Business](#) // [Networking:Lifestage](#) // [Networking:Social](#)

Search for stories



Nurturing Thankfulness

Activities to encourage our Alumni to give up
their Time, Talent & Treasure

Encouraging Time & Talent


- Invite Alumni to come and speak with students or show their craft/job to them
- Encourage Alumni to become mentors AND seek help from the network
- It's not just about giving their time and talent to your school – its about them sharing with each other too

Encouraging Small Treasure

- Do you have a emblem? E.g. a scarf or a teddy or a flag? Encourage Alumni to fly the flag and send in photos
- Purchase a cute Teddy and give it away free for a £100 donation – people like to feel they are getting something back
- When they visit pay for their taxi back to the station (if they arrive by Taxi and say ‘the taxi is on us but if you would like to give a small donation to the foundation’ and then give them a card with the details
- Sell tickets to events and say the money is a donation
- Use companies like TheGivingMachine – simple way to raise money via internet shopping.
- Payroll Giving – if you are a charity advertise this to current staff and alumni so they can make a donation through their current employer if their company is UK based
- Donations during Events – encourage more donations at events e.g. anonymous envelopes on table with free bottle champagne for table that raises the most?
- Once you have lots of members, encourage competition between year groups e.g. 1998 leavers were collectively Donors of the Year (never disclose amounts)
- Get old school photos scanned and sell them at a profit in your shop

Encouraging Large Treasure

- Do you have a Founder Donor Wall – raised 2018 £350,000
- Leaver Student Pot Give Back – raised 2018 £XXX
- Have an 'Ever Growing Donor Wall' celebrating larger donation over £500 £1k? £5k?
- Build a Business Case for Donations – how much do we actually need for a full Endowment Scholarship fund for 2 or 4 or 6 students per year. Business people respond better to business facts and figures
- Look at a Legacy Giving policy
- Recruit Ambassadors around the World – Stewarding identified wealthy Alumni
- Look into USA Giving – Aged 70.5 Tax Break. We have over 70 USA Alumni

The image features a central white rectangular box with a thin green border, set against a solid red background. Two dark grey horizontal bars, resembling book spines, extend from the left and right edges of the white box. The text "Q&A" is centered within the white box in a large, black, serif font.

Q&A

About ToucanTech

ToucanTech is an easy, affordable and beautiful system to securely manage your alumni and supporter records, email newsletters, online payment, events, mentoring, careers and more! Used by 120+ schools, with 100% renewal rate, we're passionate about clean data, slick design and engaged communities.



If you would like to find out more or book a demo contact
Amy Da Costa, Head of Sales at ToucanTech

hello@toucantech.com | +44 (0) 203 189 1774