

Events are evolving: virtual engagement

Sara Eastwood

Watch the webinar here: <https://youtu.be/k599FsZd6D8>

Communications

ACTIVITY TRACKER

Activity Tracker

EMAILS

EMAIL TEMPLATES

SYSTEM EMAILS TEMPLATES

158

Mass emails sent
(last 12 months)

46%

Mass email open rate
(last 12 months)



In five years...

- Built an alumni community of over 2k members
- Moved from two/month logins to 300-500/month logins

By end of 2019

- 60% of 2k+ members logged in during 2019
- Average open rate of nearly 60% for member emails and 46% on email communications to anyone with an address

The screenshot shows a search interface with the following elements:

- Operators:** A dropdown menu with options for AND, OR, and NOT.
- Filter Categories:** A dropdown menu labeled "Select a filter category".
- Search Criteria:** A list of criteria including "AND", "OR", "NOT", and "Has relation".
- Personal information:** A blue button with a right-pointing arrow.
- Family/ Relationships:** A red button with a right-pointing arrow.
- Search Results:** A green button labeled "Logged in" with a sub-label "Past 12 months".
- Summary:** A text box indicating "1295 records found matching your search criteria".



We are here to facilitate opportunities to allow our community members to make **meaningful connections** in their social, academic, career, and business lives, to inspire them enough to want to give back their **time, talent and treasure”**



Top Tip One

If you are expecting your Alumni to eventually give back to you, you have to give to them something relevant and useful in return.



Top Tip Two
Strive to be
something to
someone rather
than trying to be
everything to
everyone.



Lady Eleanor Holles School

Event name: Virtual Alumnae Reunion 2020

Event type: Social/ Reunion

Audience: Alumnae

Date/time: Sat 3 Oct, 11am

Format: Virtual using Zoom

Registrants: 177

Promotion: Promoted on the alumnae & main site, Via Email

Follow-up: Yes, created a news article and shared it with the community members & attendees

Results: Several people joined the site as a result of the event



Tonbridge School

Event name: Hand Tied Floral Workshop

Event type: Hobbies

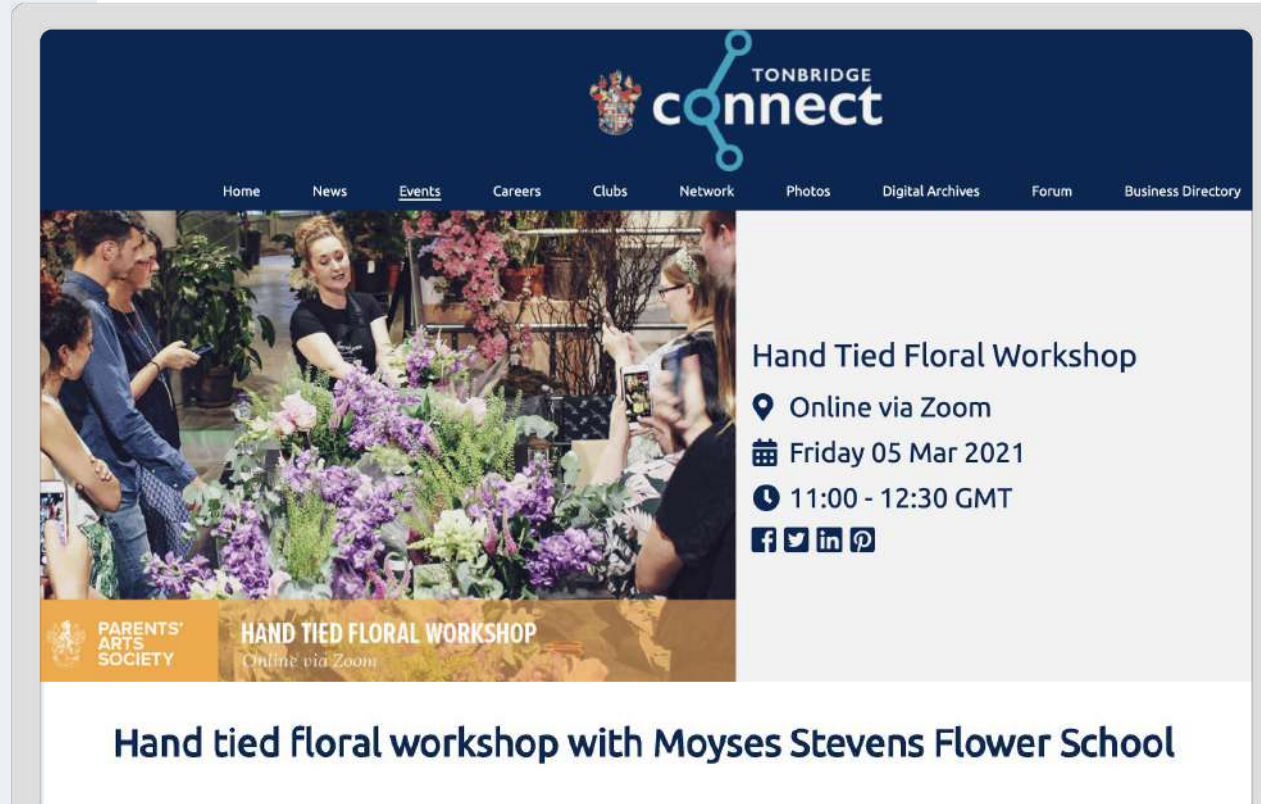
Audience: Parents Arts Society

Date/time: 05 Mar 2021, 11am

Format: Zoom

Registrants: 12

Promotion: Promoted on the community site



The screenshot shows a website header for 'TONBRIDGE connect' with a navigation menu including Home, News, Events, Careers, Clubs, Network, Photos, Digital Archives, Forum, and Business Directory. The main content area features a photograph of a floral workshop with several people gathered around a table of flowers. Below the photo is an orange banner with the text 'PARENTS' ARTS SOCIETY' and 'HAND TIED FLORAL WORKSHOP Online via Zoom'. To the right of the photo, the event details are listed: 'Hand Tied Floral Workshop', 'Online via Zoom', 'Friday 05 Mar 2021', and '11:00 - 12:30 GMT', followed by social media icons for Facebook, Twitter, LinkedIn, and Pinterest. At the bottom of the page, a large white banner reads 'Hand tied floral workshop with Moyses Stevens Flower School'.

Top Tip Three
Do some targeting
to identify the
20% of your
community most
like to give back.



Blackrock College Union

Event name: Businessperson of the Year Award 2020

Event type: Award / Career / Guest speaker

Audience: Alumni, Staff, Event Guests

Date/time: Fri 4 Dec, 2pm

Format: Virtual ceremony and 'Fireside chat' using Zoom

Registrants: 148

Promotion: Promoted on the alumni site and via mass Email

Follow-up: Donation thank you message

Results: Several people joined the site as a result of the event



The screenshot shows the Blackrock College Union website with a dark blue header. The navigation menu includes Home, Networking, News, Events, Charities, Photos and Videos, Business Directory, Branches, Year Groups and Clubs, and Links. The main content area features a large photo of Padraig Harrington, a professional golfer, wearing a white Xartel polo shirt and a dark cap. To the right of the photo is a list of his achievements:

- British Open Champion 2007 & 2008
- USPGA Champion 2008
- 31 wins on Tour
- European Tour Order of Merit winner 2006
- Career high ranking: 3 (July 2008)
- More than 300 weeks in top 10 of World Rankings
- 6 Ryder Cup appearances (25 matches - 10.5 points)
- 2020 European Ryder Cup Captain
- 3-times RTE Sportsman of the Year

Below the photo is the Blackrock College Union logo. To the right of the photo, the event details are displayed:

Businessperson of the Year Award 2020

- 📍 Online
- 📅 Friday 04 Dec 2020
- 🕒 14:00 - 15:00 GMT

Below the event details are social media icons for Facebook, Twitter, LinkedIn, and Pinterest. At the bottom of the page, there is a call to action: "Sign up here" with a button that says "REGISTER FOR THE EVENT NOW" and the text "Event description" below it.

Top Tip Four
Busy people with
busy lives - you
will have to work
harder for their
attention.



Ipswich School

Event name: 2021 OI Virtual Burns Supper Event

Event type: Social

Audience: Alumni

Date/time: Mon 25 Jan, 7pm

Format: Virtual using Zoom and food hampers sent to attendees

Registrants: 25

Promotion: Promoted on the site, via Email

Follow-up: No

Results: £444 made in ticket sales, gained a new online member as a result



The screenshot shows the website for Old Ipswichians. At the top is the school crest and the name 'Old Ipswichians'. Below is a navigation menu with 'Home', 'Events', 'Careers', 'News', 'Support Us', 'Photos', and 'Network'. The main content area features a large graphic with a red and blue plaid background, a white silhouette of a stag, a fork, and a knife, with the word 'BURNS' written in white. To the right of the graphic, the event details are listed: '2021 OI Virtual Burns Supper Event', 'Online', the Zoom link 'https://us02web.zoom.us/j/82251151458', the date 'Monday 25 Jan 2021', and the time '19:00 - 22:00 GMT'. Below the graphic, the event title 'OI Virtual Burns Supper Event' and date '25th January 2021' are repeated. At the bottom, there is a deadline 'Deadline to book your place 20th January' and a Burns poem: 'Some hae meat and canna eat / And some wad eat that want it: / But we hae meat and we can eat, / And sae the Lord be thankit. (The Selkirk Grace)'. A small 'Edit event' link is visible in the top right corner of the event details section.

RGS High Wycombe

Event name: 2021 Burns Quiz Night - We're back!

Event type: Social

Audience: Alumni

Date/time: Sat 23 Jan, 6pm

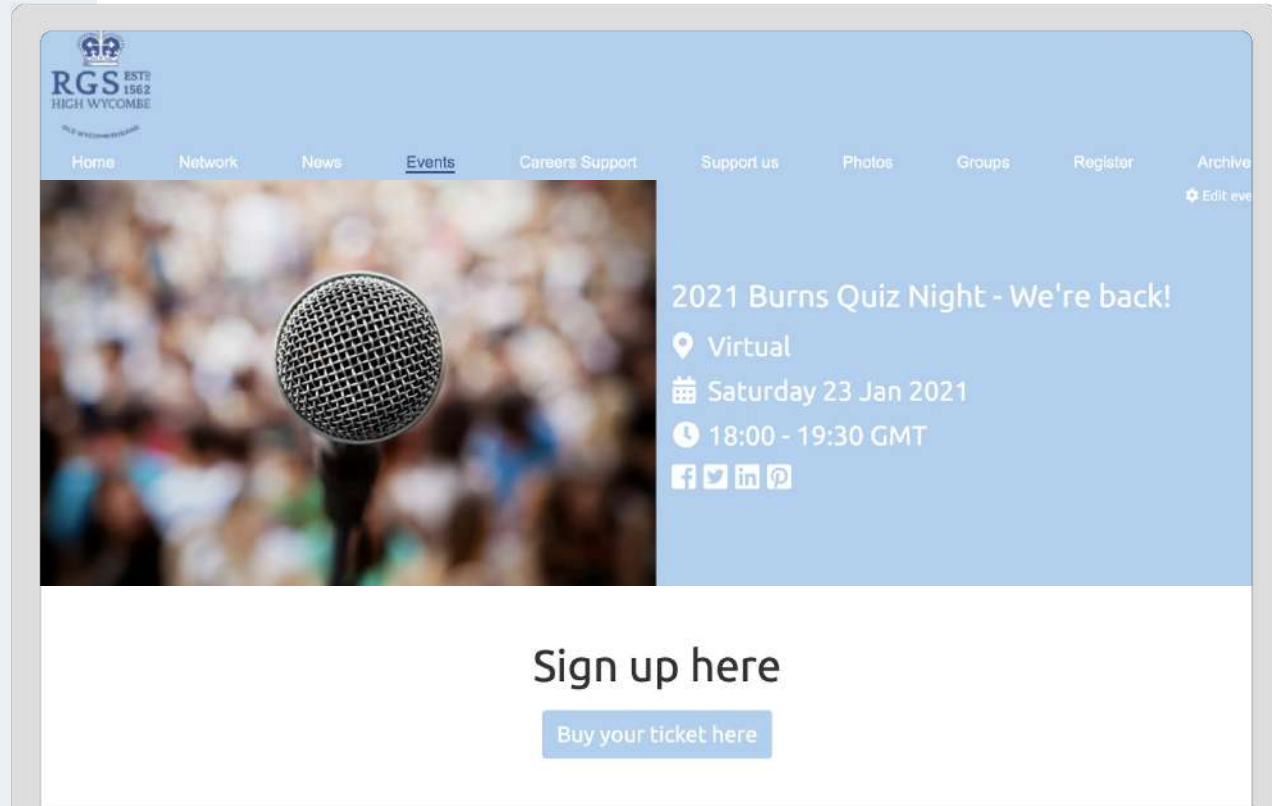
Format: Virtual using Zoom and Auctioned School memorabilia

Registrants: 122

Promotion: Promoted on the site, via Email

Follow-up: No

Results: £1160 made in ticket sales



The screenshot shows the event page for RGS High Wycombe. The header includes the RGS logo (ESTD 1562 HIGH WYCOMBE) and navigation links: Home, Network, News, Events, Careers Support, Support us, Photos, Groups, Register, and Archive. A 'Edit event' link is also visible. The main content area features a large image of a microphone in front of a crowd. To the right of the image, the event details are listed: '2021 Burns Quiz Night - We're back!', 'Virtual', 'Saturday 23 Jan 2021', and '18:00 - 19:30 GMT'. Social media icons for Facebook, Twitter, LinkedIn, and Pinterest are also present. At the bottom, there is a 'Sign up here' button and a 'Buy your ticket here' button.

Home > Occasions > Burns Night Hampers > Burns Night in Hamper

BURNS NIGHT IN HAMPER

★★★★★ (2 Reviews)



Select hamper type:



Luxury White Logo
Carton
£32.65 inc vat



Magnetic Box
£38.75 inc vat



Wicker
£48.00 inc vat

Quantity:

- 1 +

ADD TO ORDER

📅 Delivery on a day of your choice: From £7.45

Home / Whisky by Region / Whisky Tasting Pack - Blind Tasting Number 12 - February 21st - 5 X 3cl 42%

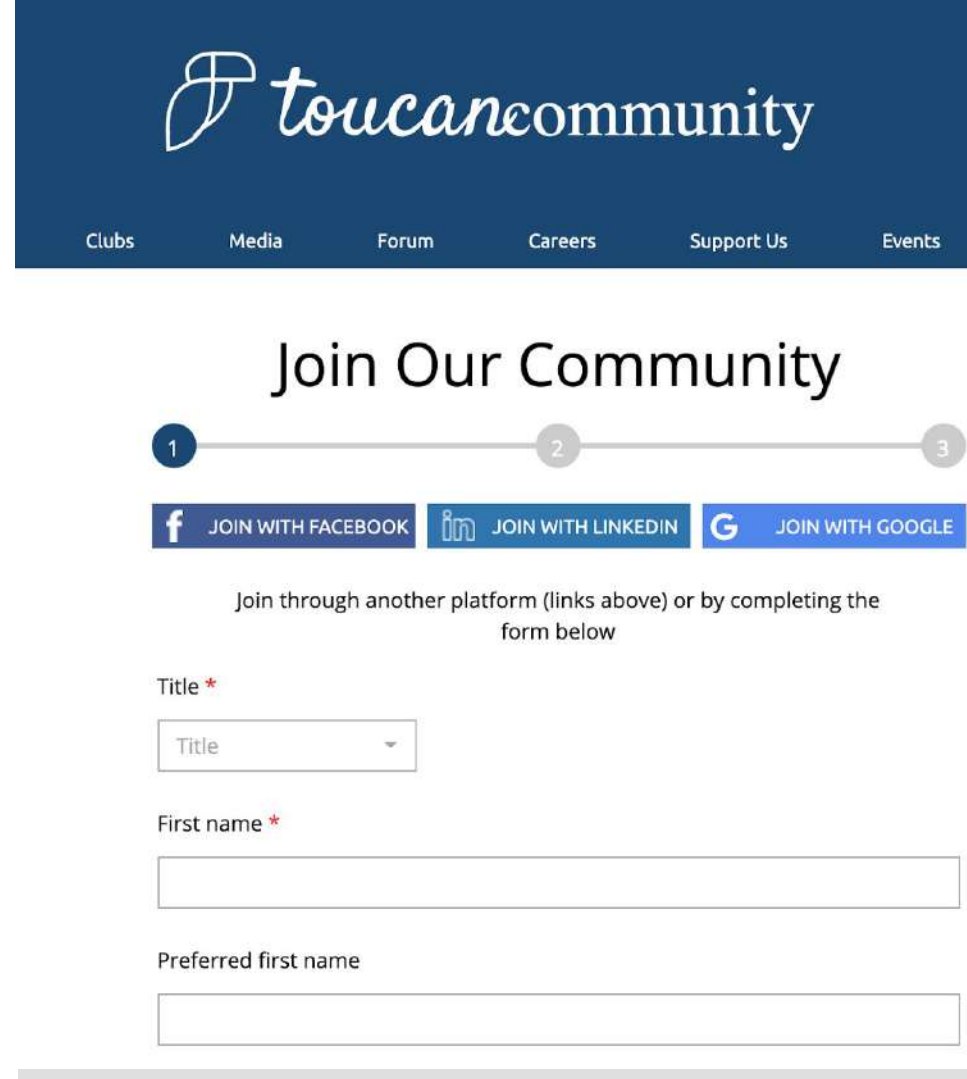


Malt Teasers

WHISKY TASTING PACK - BLIND TASTING
NUMBER 12 - FEBRUARY 21ST - 5 X 3CL 42%

£19.99

Top Tip Five
Data is useless
unless you do
something with
it.



The screenshot shows the top navigation bar of the Toucan Community website with links for Clubs, Media, Forum, Careers, Support Us, and Events. Below the navigation is a large heading 'Join Our Community' and a progress indicator with three steps, where step 1 is active. There are three buttons for joining via social media: Facebook, LinkedIn, and Google. Below these is a text prompt: 'Join through another platform (links above) or by completing the form below'. The form includes a dropdown menu for 'Title *', a text input for 'First name *', and a text input for 'Preferred first name'.

toucancommunity

Clubs Media Forum Careers Support Us Events

Join Our Community

1 2 3

f JOIN WITH FACEBOOK **in** JOIN WITH LINKEDIN **G** JOIN WITH GOOGLE

Join through another platform (links above) or by completing the form below

Title *

Title ▾

First name *

Preferred first name

St Albans High School

Event name: Twilight talk with Dr. Alexandra Battersby

Event type: Education / Business / Guest speaker

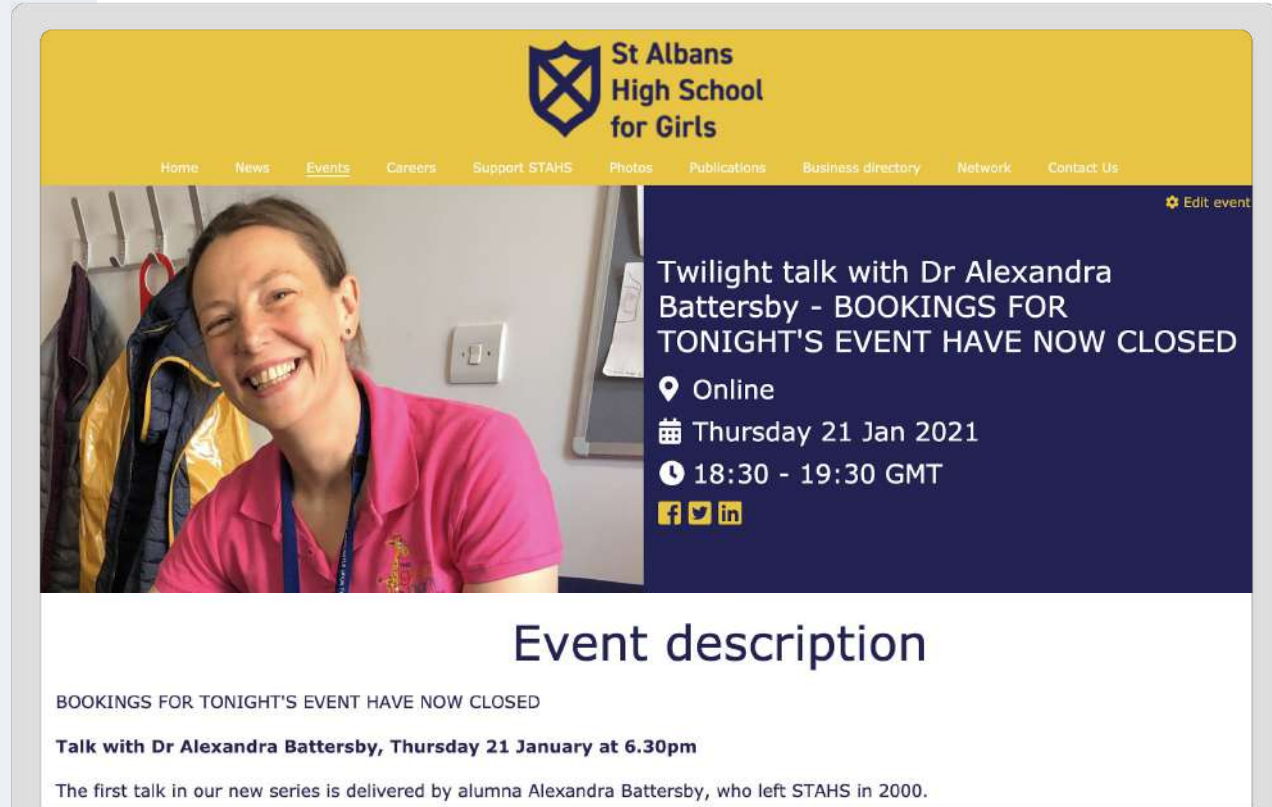
Audience: Students, Friend of the School, Former Student, Former Staff, Event Guest

Date/time: Thu 21 Jan, 6:30pm

Format: Virtual talk and Q+A using Zoom

Registrants: 97

Promotion: Promoted on their alumnae & main websites



St Albans High School for Girls

Home News Events Careers Support STAHS Photos Publications Business directory Network Contact Us

Edit event

Twilight talk with Dr Alexandra Battersby - BOOKINGS FOR TONIGHT'S EVENT HAVE NOW CLOSED

Online

Thursday 21 Jan 2021

18:30 - 19:30 GMT

f t in

Event description

BOOKINGS FOR TONIGHT'S EVENT HAVE NOW CLOSED

Talk with Dr Alexandra Battersby, Thursday 21 January at 6.30pm

The first talk in our new series is delivered by alumna Alexandra Battersby, who left STAHS in 2000.

Tonbridge School

Event name: Tonbridge Spotlights: Simon Hall, Bank of England with Patrick North, Economics Department

Event type: Business/ Guest speaker

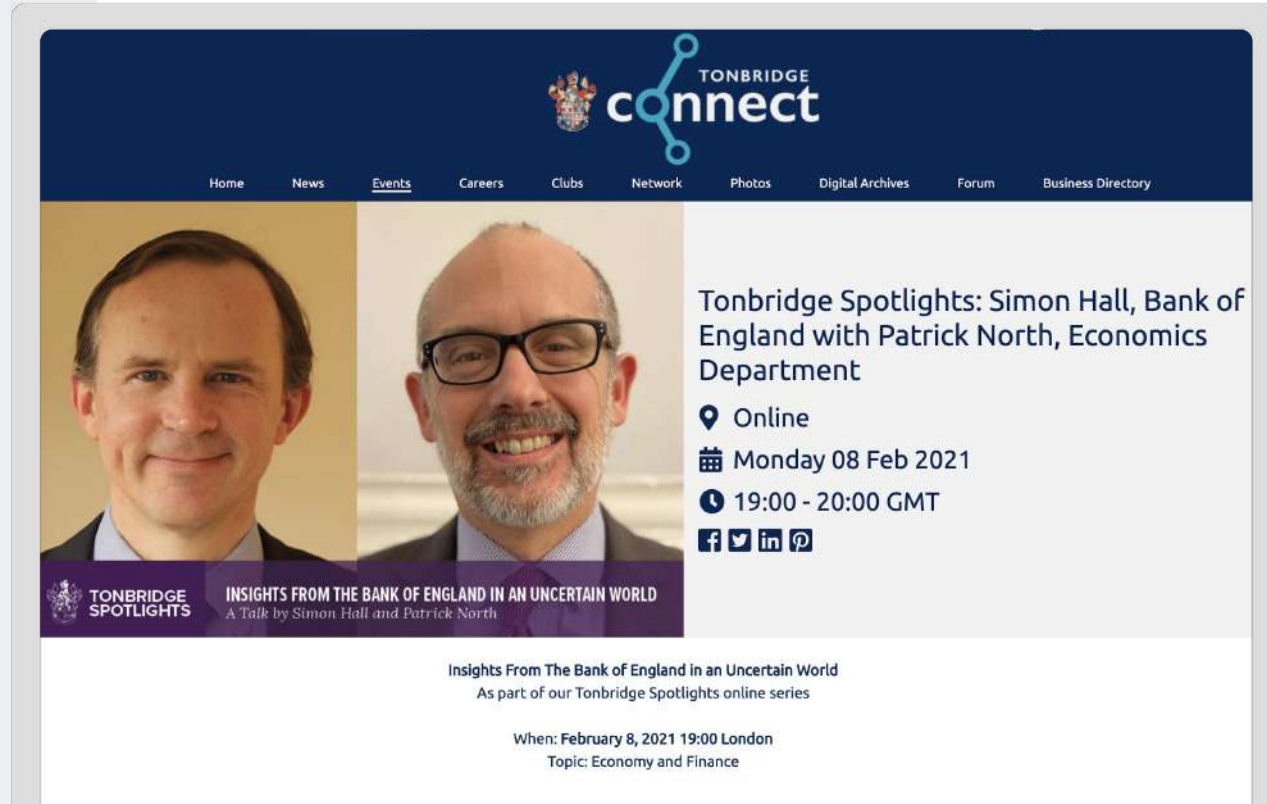
Audience: Old Tonbridgian, Current Pupil, Parent, PAS, Past Parent, Staff

Date/time: Mon 08 Jan, 7pm

Format: Virtual talk and Q+A using Zoom

Registrants: 113

Promotion: Promoted on the site and to whole community via mass email series.



The screenshot shows the 'Tonbridge Connect' website. The header is dark blue with the school crest and 'TONBRIDGE connect' logo. A navigation bar includes links for Home, News, Events, Careers, Clubs, Network, Photos, Digital Archives, Forum, and Business Directory. The main content area features two headshots of speakers, Simon Hall and Patrick North. To the right of the photos, the event title is displayed: 'Tonbridge Spotlights: Simon Hall, Bank of England with Patrick North, Economics Department'. Below the title, the event is listed as 'Online' on 'Monday 08 Feb 2021' from '19:00 - 20:00 GMT'. Social media icons for Facebook, Twitter, LinkedIn, and Pinterest are provided. A purple banner at the bottom of the photo area reads 'TONBRIDGE SPOTLIGHTS INSIGHTS FROM THE BANK OF ENGLAND IN AN UNCERTAIN WORLD A Talk by Simon Hall and Patrick North'. Below the banner, the event details are repeated: 'Insights From The Bank of England in an Uncertain World As part of our Tonbridge Spotlights online series' and 'When: February 8, 2021 19:00 London Topic: Economy and Finance'.

Top Tip Six
Focus and nurture
your speakers -
you already have
100% of their
attention!



Top Tip Seven
Use incentives to
grab attention and
give people a
reason to join your
event.



Additional Ideas for Events

Academic

- Look where your 2021 leavers are applying to University - ask recent Alumni leavers to run a Q&A about life at that University.
- Ask your Alumni at University if any need help with research for their dissertations then set up Q&A panels to help them with their research



Business

- Find wealthy Alumni and see if they run a competitor for start-ups to pitch to them on an online event?
- Look at where people live and find out who owns local businesses then run an online showcase of these businesses inviting local alumni?
- Do wine/food tasting events where you can perhaps support/advertise alumni/parent businesses? Perhaps they can sponsor?



Additional Ideas for Events

Careers

- Why not run a 'using a web management system' workshop session?
- Ask your University leavers what their dream company to work for would be? Find someone in your network who works there and run a Q&A
- Find Alumni companies running work experience or internship placements and ask them to talk to recent leavers about them?

IDS

Event name: Mentors Skills Workshop Jan 2021

Event type: Mentoring / Coaching

Audience: Alumni

Date/time: 27 Jan 2021, 12pm

Format: Zoom

Registrants: 28

Promotion: Promoted on the site and mass email



The screenshot shows the website for the Institute of Development Studies Alumni Network. The header includes the logo for the Institute of Development Studies and the text 'alumni network'. A navigation menu is visible with links for Home, Get Involved, News & Blog, Events, Network, Mentoring & Careers, Groups, Class of 2020, Photos & Resources, and Support us. The main content area features an illustration of a group of people sitting around a table, with a calendar icon and event details for the 'Mentors Skills Workshop Jan 2021'. The event is listed as 'Online, zoom' with the URL <https://universityofsussex.zoom.us/j/92011949177>, on 'Wednesday 27 Jan 2021' from '12:00 - 13:30 GMT'. Social media icons for Facebook, Twitter, LinkedIn, and Pinterest are also present. Below the event details, there is a section titled 'Event description' which begins with the text: 'This is the second workshop we have planned this academic year (2020-21) with our specialist mentoring and coaching trainer, Miranda. Update 25 Jan- Schedule, based on attendees suggestions is:'.

Additional Ideas for Events

Social Life

- Look up old photographs of school trips and invite people on that trip to an online event
- Do an online survey asking for Alumni favourite school dinner - get your chef to host online masterclass
- Live stream everyday school events people can join like assembly or carol services
- Toasting Events - birthdays or engagements or babies...make them short, just 5 mins for toast.



Princethorpe

Event name: Virtual Carol Service

Event type: Social/ Seasonal

Audience: Former pupils, Former parents, current parents

Date/time: 14 Dec, 7pm

Format: Virtual event streamed live from their chapel

Registrants: 107

Promotion: Promoted on the site

institute of development studies alumni network

Home Get Involved News & Blog **Events** Network Mentoring & Careers Groups Class of 2020 Photos & Resources Support us

Mentors Skills Workshop Jan 2021

- 📍 Online, zoom
- 🔗 <https://universityofsussex.zoom.us/j/92011949177>
- 📅 Wednesday 27 Jan 2021
- 🕒 12:00 - 13:30 GMT

📌 📷 📺 📱

Event description

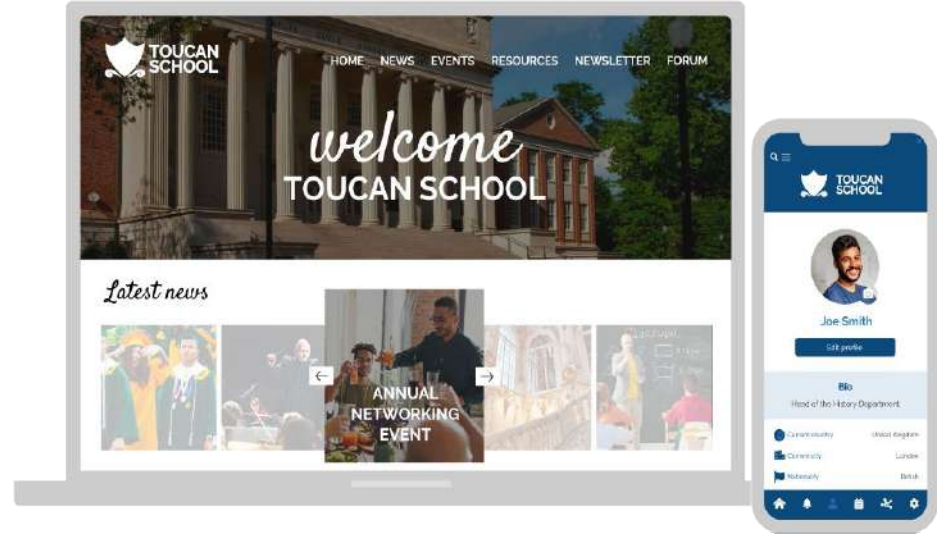
This is the second workshop we have planned this academic year (2020-21) with our specialist mentoring and coaching trainer, Miranda.

Update 25 Jan- Schedule, based on attendees suggestions is



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 Simeon
simeon@toucantech.com
www.toucantech.com

