Events are evolving: virtual engagement

Sara Eastwood

Watch the webinar here: **https://youtu.be/k599FsZd6D8**

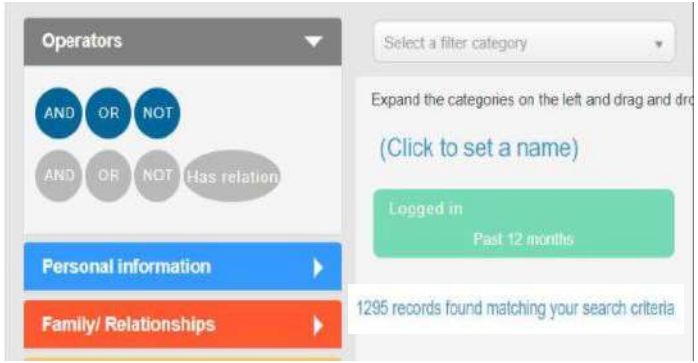
toucantech

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

In five years...

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



toucantech

“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”

toucantech

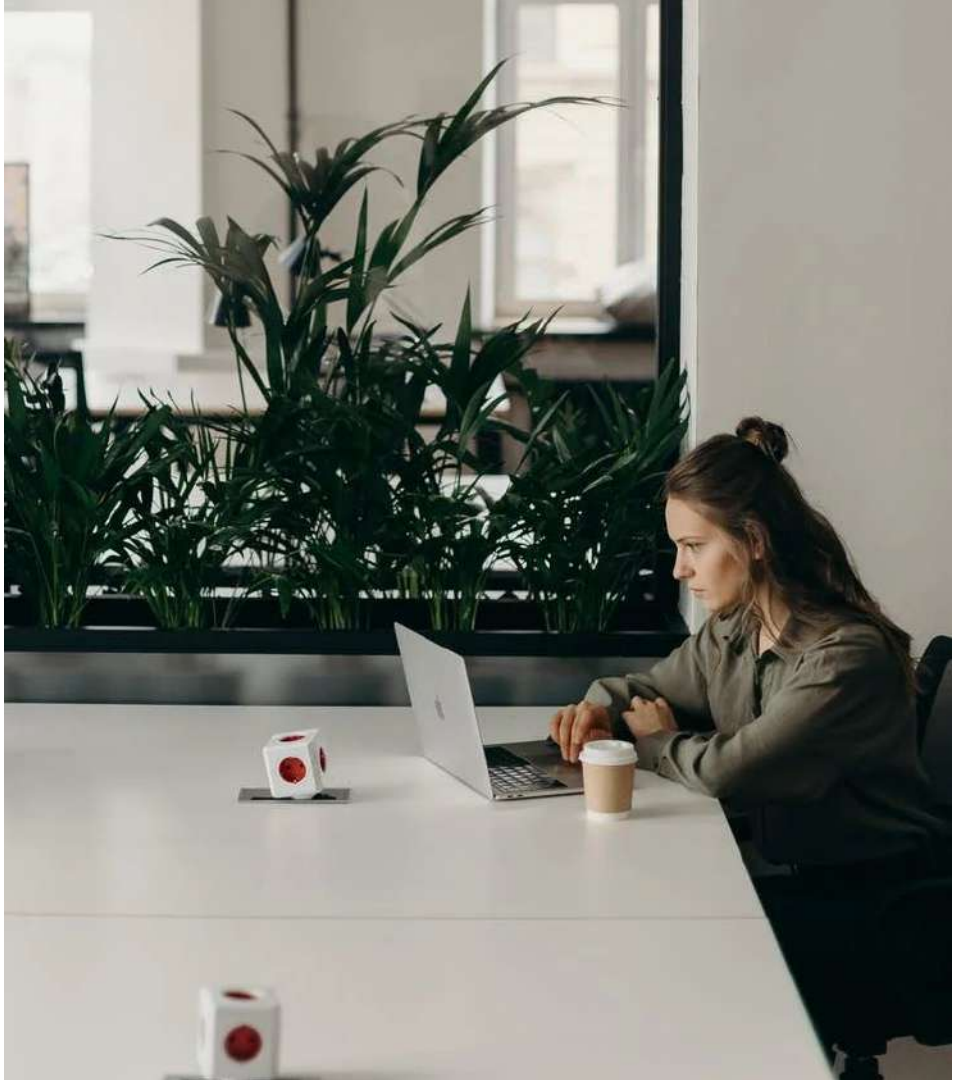
Top Tip One

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

toucantech

Top Tip Two

Strive to be something to someone rather than trying to be everything to everyone.



toucantech

Lady Eleanor Holles School

Event name: Virtual Alumnae Reunion 2020

Event type: Social/ Reunion

Audience: Alumnae

Date/time: Sat 3 Oct, 11am

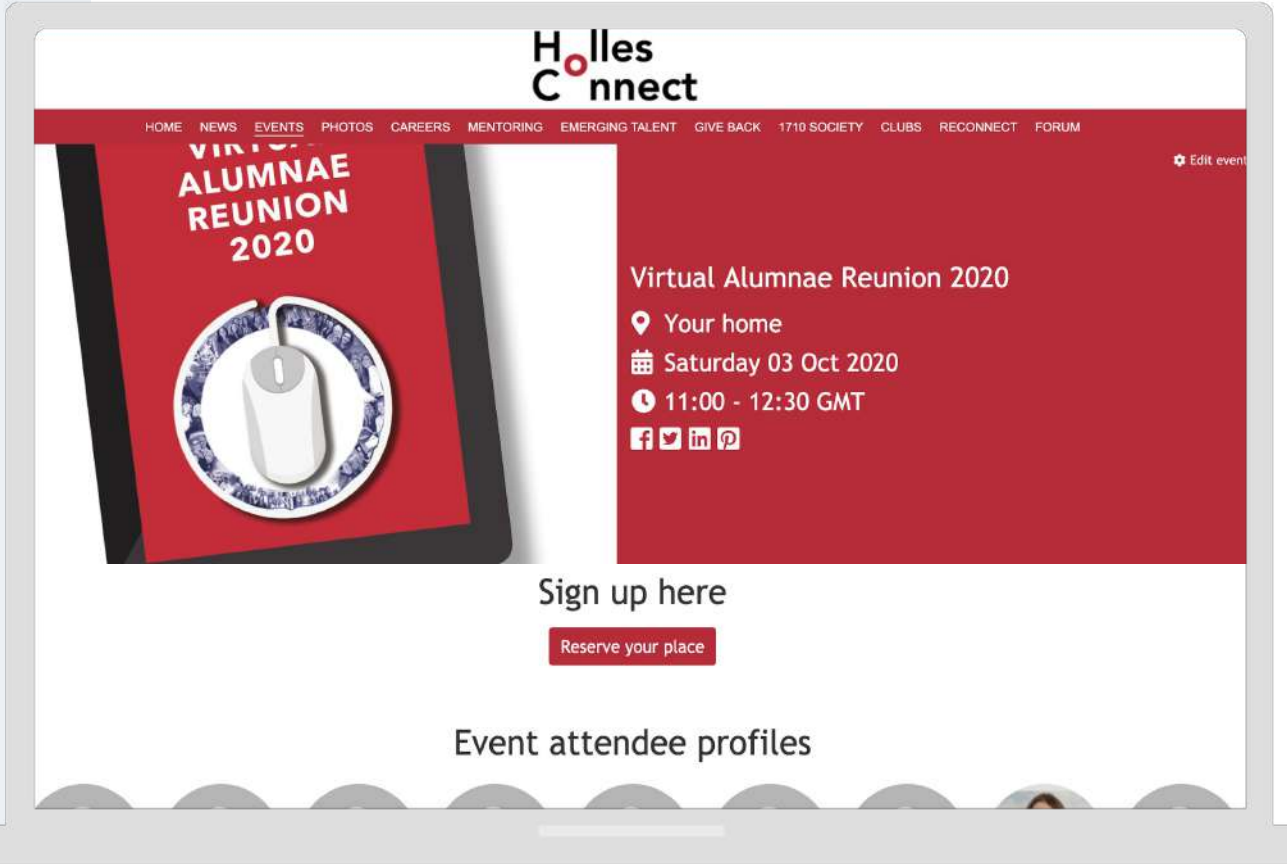
Format: Virtual using Zoom

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

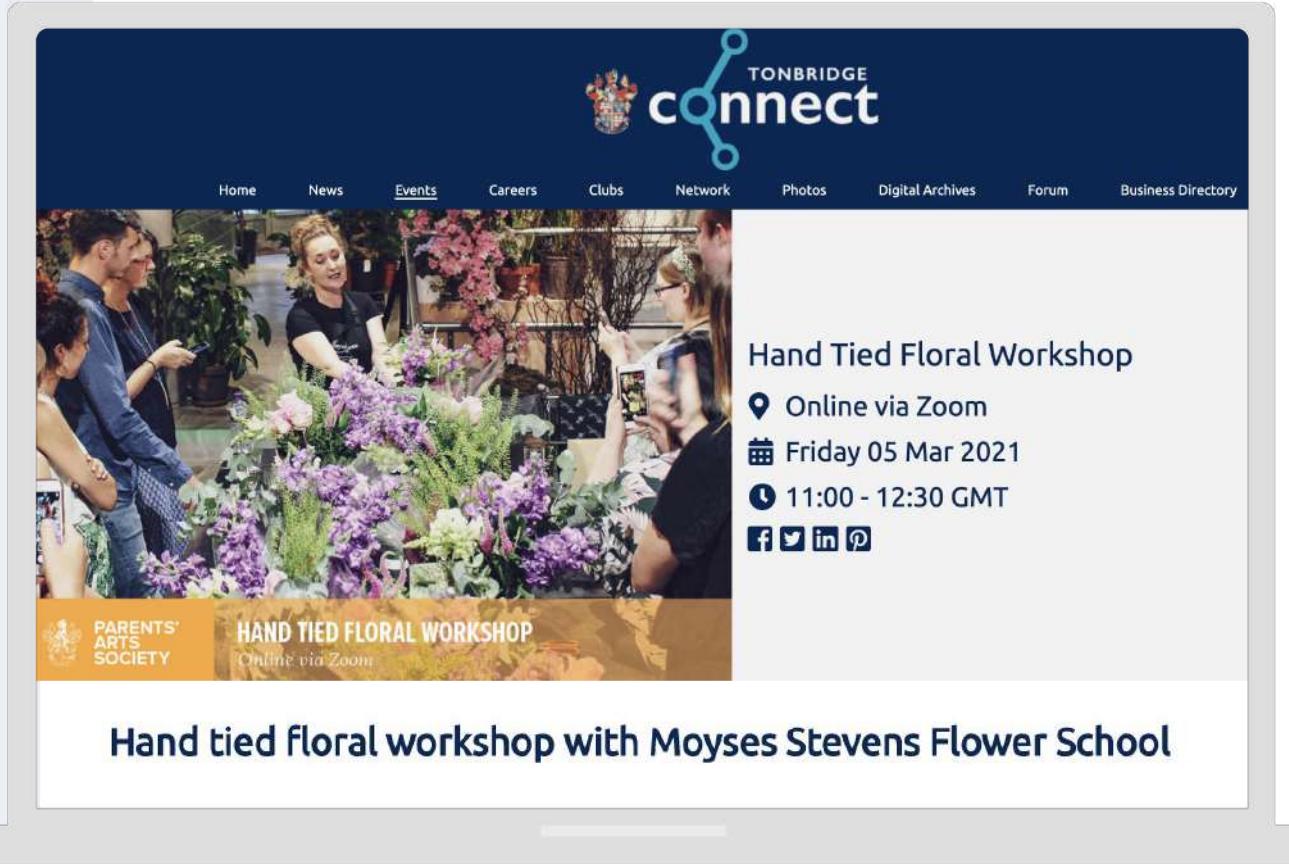
Audience: Parents Arts Society

Date/time: 05 Mar 2021, 11am

Format: Zoom

Registrants: 12

Promotion: Promoted on the community site



toucantech

Top Tip Three

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

toucantech

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

Top Tip Four

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

toucantech

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

toucantech

RGS High Wycombe

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

Event type: Social

Audience: Alumni

Date/time: Sat 23 Jan, 6pm

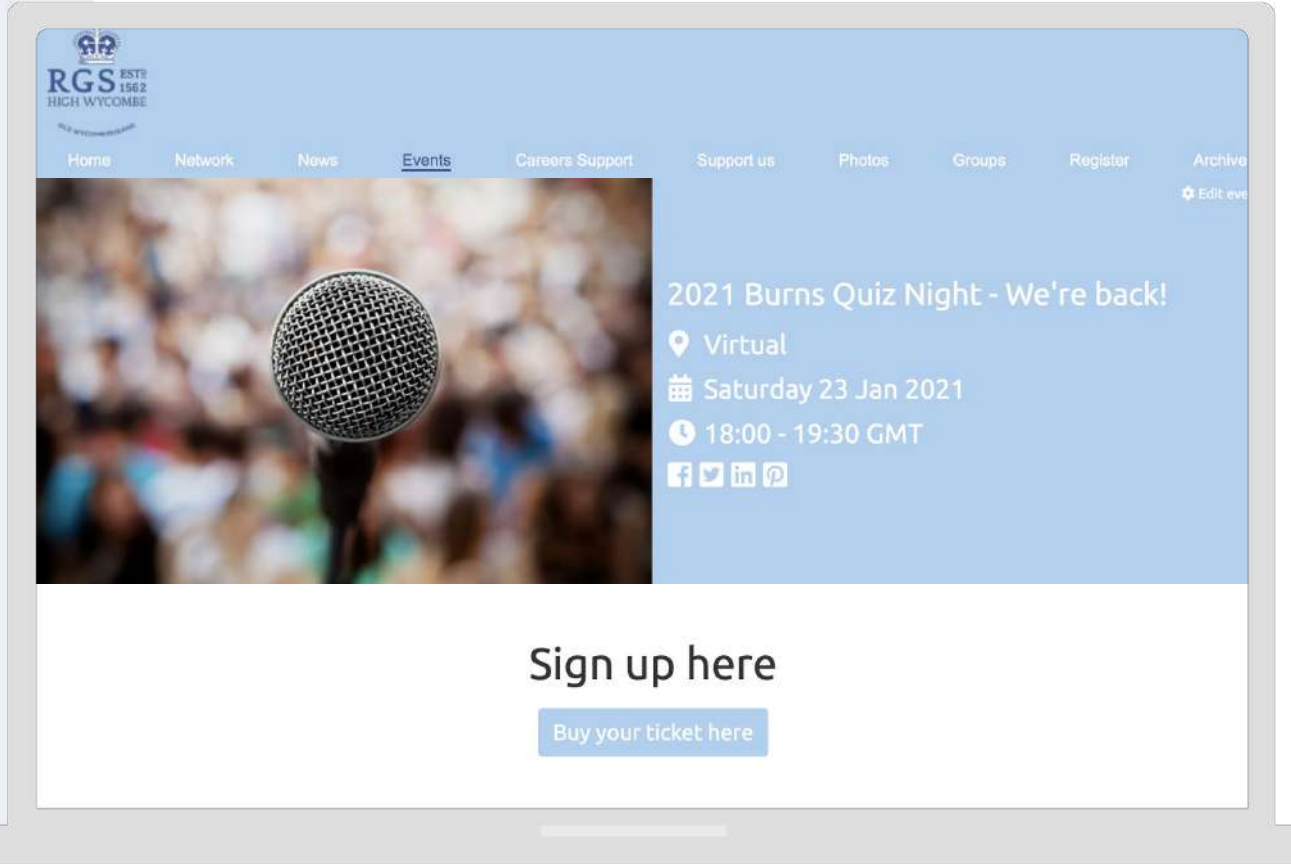
Format: Virtual using Zoom and Auctioned School memorabilia

Registrants: 122

Promotion: Promoted on the site, via Email

Follow-up: No

Results: £1160 made in ticket sales



toucantech

Home > Occasions > Burns Night Hampers > Burns Night In Hamper

BURNS NIGHT IN HAMPER

★★★★½ (2 Reviews)

Select hamper type:

Luxury White Logo Carton

£32.65 inc vat

Magnetic Box

£38.75 inc vat

Wick

£48.00 i

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

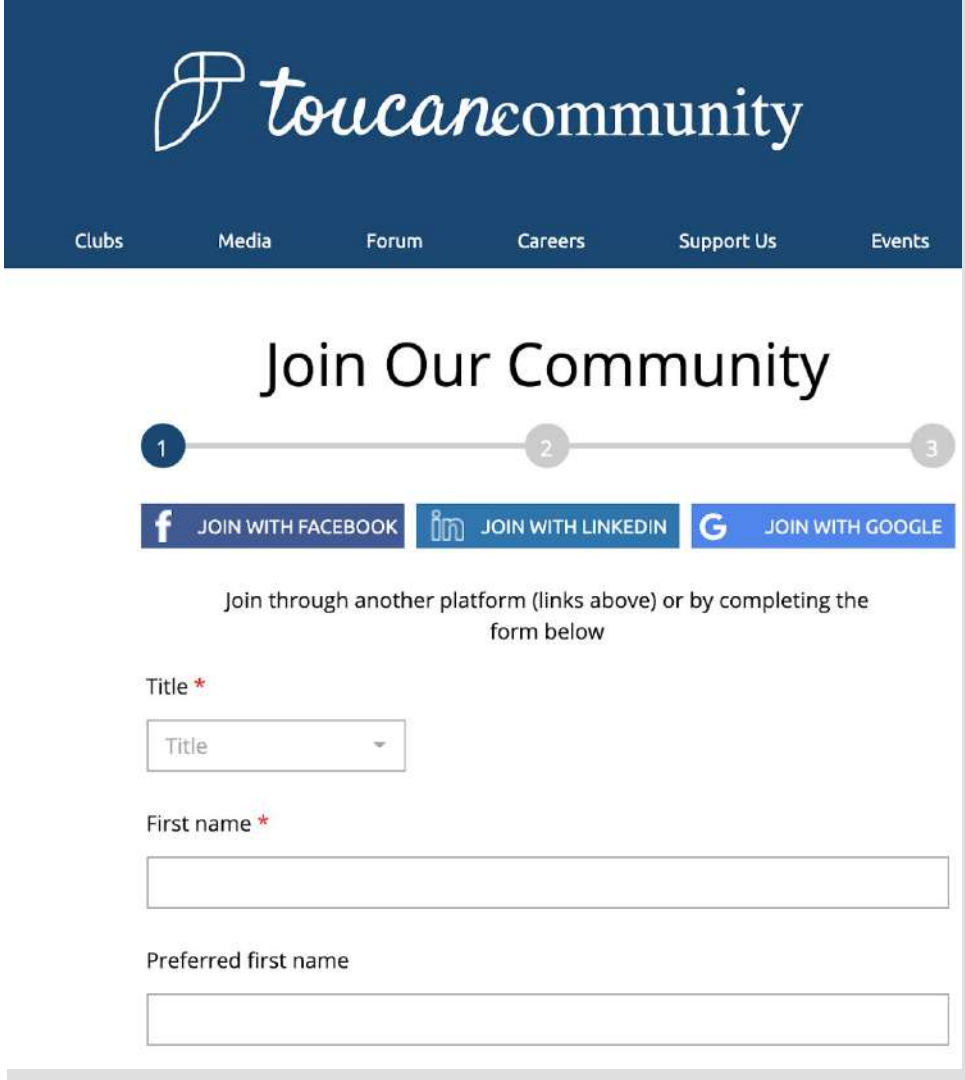
WHISKY TASTING PACK - BLIND TASTING NUMBER 12 - FEBRUARY 21ST- 5 X 3CL 42%

£19.99

toucantech

Top Tip Five

Data is useless unless you do something with it.



toucantech

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

toucantech

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.

toucantech

Top Tip Six

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

toucantech

Top Tip Seven

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

toucantech

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 competiton 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

toucantech

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

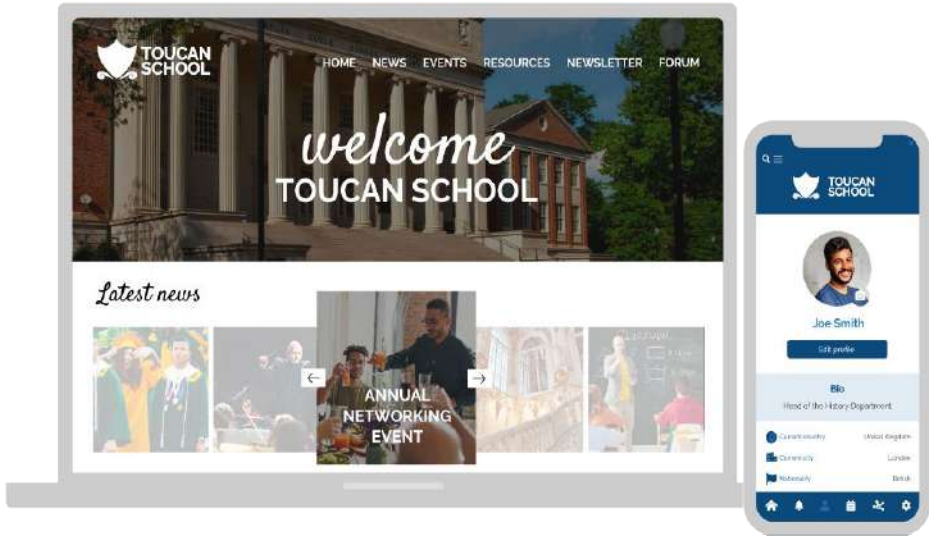
Format: Virtual event streamed live from their chapel

Registrants: 107

Promotion: Promoted on the site

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

toucantech