

# Watch the webinar here:

[https://youtu.be/Dbztc9\\_kR2dY](https://youtu.be/Dbztc9_kR2dY)



# Engaging with older alumni

Connecting with your most valuable supporters

Webinar written and presented by Jenny Robertson, Silver Marketing



# About me

- I work in marketing, branding and communications
- Involved in the independent school sector for last 10 years as parent, marketer and development officer
- I'm a ToucanTech user
- I run cross-industry training on how to engage with Over 50s

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

<https://www.linkedin.com/company/silvermarketinguk/>





**Segmentation**



**Communication**



**Digital engagement**

# Today's Webinar

# Why focus on older alumni?



## Under 55s

- More likely to give time and energy
- Involved with activity-based fundraising, volunteering, buying ethical products, signing petitions and protesting!



## Over 55s

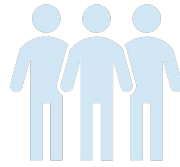
- More likely to make a financial donation
- More than half of all donations to charity come from over 60s (52%)
- Twice as likely to give to charity than under 30s
- 6 times more generous than under 30s

# Why are over 50s more likely to donate?



## Higher Disposable Income

- Free further education
- Mortgage and rent free
- Final salary pension
- Shielded from impact of C19



## Socially Engaged

- Healthier lifestyle
- Socially active
- “Professionally” active



## Very Altruistic

- Recognise they've had it good
- Done well in life
- Want to support the younger generation



# Segmentation hints & tips



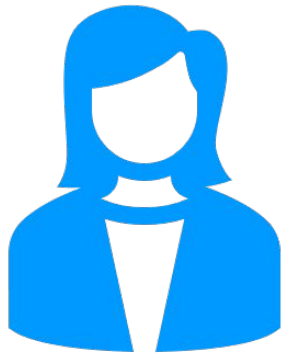
# Let's start thinking about over 50s

Picture someone who is over 50





# Picture the over 50s



**50  
something**



**60  
something**



**70  
something**



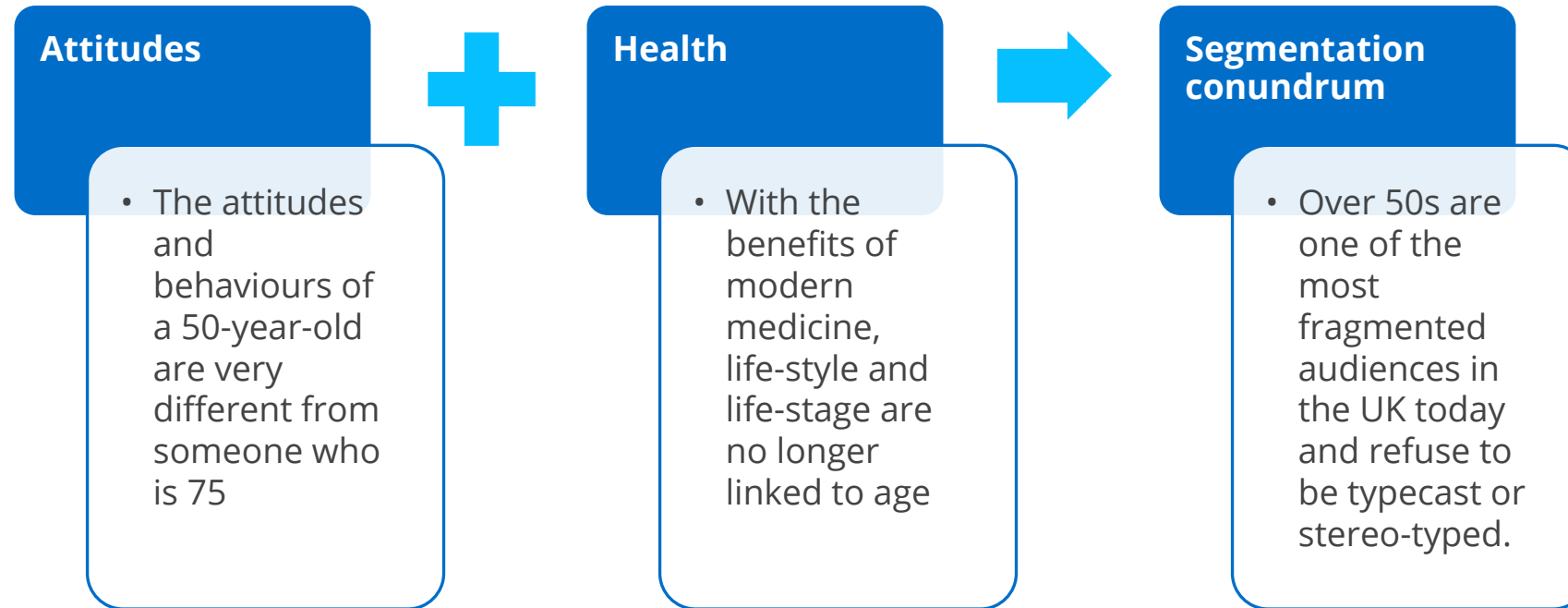
**80  
something**

# Surprising facts about over 50s

- In 2018, fertility rates decreased in all age groups except for women aged 40 plus (ONS August 2019)
- Across the world, the fastest growing group of marathon runners is that for those aged 90-99
- The number of those aged over 70 who are in full- or part-time employment increased 135% between 2009 and 2019.
- Nearly one in 12 of those in their 70s are still working (ONS Survey 2019)
- “Coming out” and divorce rates are said to be increasing among over 50s
- Today’s 70-year-olds were in their teens and twenties in the 60s and 70s



# A communication conundrum



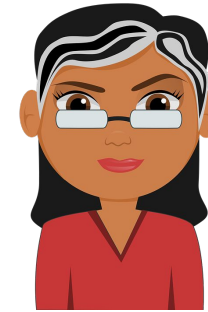
# A simple segmentation approach



- Busy and active
- Working
- Time poor
- Individual & independent
- You may be part of a large social and professional network
- Healthy



- Retired
- Doing more as a couple or with friends
- Time rich but busy
- Still looking for professional recognition or engagement
- Socially active
- May have some health issues but they won't be holding them back



- May be single
- Hungry for social interaction
- Looking to occupy their time
- You will be part of a smaller but very important social network
- May need some hand-holding
- Likely to have health issues

*Warning! With the 50+ age group you cannot apply an age criteria to any of these segments*

ADVANCED FILTERS

Hide

Search for a filter ?

Find a filter

Operators

AND

OR

NOT

AND

OR

NOT

Has relation

Has no relation

Personal information

Family/ Relationships

Institution specific info

CV/ Resume information

Development/ Fundraising

Custom Fields

Engagement

Content

Data Cleaning

Consent options

Organisation filters

Select a filter category

Over 50s Alumni

Expand the categories on the left and drag and drop fields to create your custom filter:

Over 50s Alumni

Signed up to event

or 40 Year Reunion

AND

Age

> 50

AND

Current city

City is: London (filter: all city)

or 40 Year Reunion

AND

Age is greater than 50

AND

City is: London (filter: all city)

SAVE

DUPLICATE

DELETE

CLEAR

FILTER



# Segmentation in practice

- Use segmentation as a guide but don't put your supporters in boxes – people can be fluid in moving between segments
- Use User Groups or Flexi Groups to create segments relevant to your supporters
- Use segmentation to improve:
  - Event design
  - Communications
  - Content marketing campaigns
  - Fund-raising and Friend-raising



# Communication tips

**#1** Written communications

**#2** Visual style

**#3** Verbal communications

**#4** Events





# Tip #1: Written communication

- Use a size 12 font
- Take care with style and grammar.
  - Don't underestimate the negative reaction to a misplaced apostrophe.
  - Avoid teenage abbreviations, slang and jargon.
  - Be more formal in the way you write
- Use an adult-to-adult tone and don't be patronising.
- Present facts clearly and provide details.
- Older people have the time to read and enjoy long copy and want to know more.
- Busy working parents are looking for something short and succinct





## Tip #2: Visual style

- Use interesting photos of real older people
- Over 50s are still aspirational – imagery needs to reflect this
- Show real experiences, not stereotypes or airbrushed models
- Much of the stock imagery is American – take care to avoid this
- Imagery can be fun or cheeky
- Most overused and disliked shots are:
  - Happy multi-generational groups
  - Couples on the beach
  - Couple on bicycles
  - Jumpers over the shoulders
  - Touching!
  - Non – aspirational imagery



Toucan Support



Toucan Development Office

Merge Tags 

✕

Mobile



+

☒

3



# Tip #3: Verbal communications

- Conversations should be adult to adult in tone
- Be careful not to fall into the parent/child trap.
- Don't draw comparisons with your parents or grandparents
- Challenge yourself – are you being patronising?
- Build a rapport and develop a relationship
- Listen carefully, and ask them questions about themselves



- Imitate the tone, speed, and pitch of voice - reflect on your segmentation
- Speak clearly
- Take time, allow pauses and gaps, don't rush in to fill them
- Be aware of memory loss and so don't be afraid to repeat yourself



- Follow up calls with a letter or email
- Think about whether its appropriate for teenagers to make calls
- Don't hide your number or call anonymously
- Consider carefully whether you should call during Pointless!

# Tip #4: Events

- Hearing starts to decline age 65
- Carefully consider seating plans, table sizes and background music
- Toilets!
- Accessibility and parking
- Driving or Driver
- Status and seating plan
- Timing and day of the week
- Give plenty of notice – they go on lots of holidays – often in term time!



# Digital engagement







## OP Summer Supper Reunion 2020 - Now An Online Video Event With Virtual Tour

📍 Online

📅 Friday 26 Jun 2020

🕒 17:00 GMT



⚙️ Edit event

Sign up here

I would like to register for this event

## Event description

OP Summer Supper Reunion on Friday 26 June is not able to go ahead due to the COVID situation. This event was aimed particularly at those OPs who left the College between 1970, 1980, 1990, 2000 or 2010 and were celebrating their 50th, 40th, 30th, 20th or 10th anniversaries of leaving the College.

Instead, we are releasing a short video compilation comprising a welcome by our Chairman, Peter Rollason, a virtual tour of the College and its grounds, a selection of highlights from the highlighted years and a special guest appearance by Princethorpe legend, Alex Darkes.

Our hope is that, "We hope to rearrange the event or have a 'Super Summer Supper Reunion' next year including the leavers with a 0 and a 1 in their leaving year. We hope all the OPs will enjoy the video compilation and the chance to revisit the College from the comfort of their own homes."

The video will be available on Facebook and Princethorpe Connect on Friday 26 June at 5.00pm.



# Digital vs Traditional media

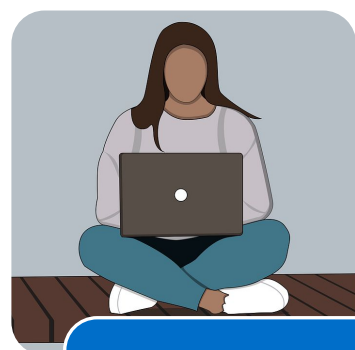
- Covid Effect – Older people embracing digital channels – primarily voice and video calling (Zoom and Teams). This has had a huge impact on future fund raising and events.
- But there is still a vast range of digital fluency – refer back to your segmentation plans but also listen to your audience
- Older people can still be wary of using digital channels for financial transactions – make sure you have your full end-to-end donation process online and offline
- Over 60s are still heavy users of print and traditional media.
- Newspapers, magazines, brochures, leaflets and printed invitations are all well-liked
- But just because your audience is now using the same channels don't be lazy with your content



# Case study: “60 somethings”

## Campaign Summary

- Spring 2019
- Started with the Magnolia Tree
- Built from an online member query
- 2 new stories
- 3 communications campaigns
- Used email and letter
- 40 New members

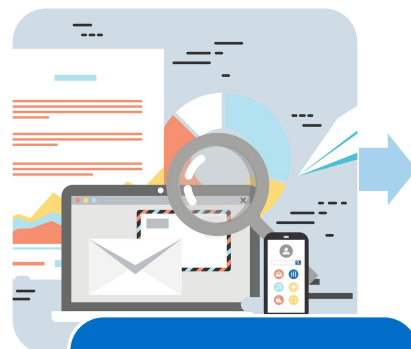


Online query about  
a Royal Visitor



Do you remember a royal visitor?  
I wonder who else remembers the Royal visit - and  
what year it was? More...

Online news  
story with  
request for  
information



Segmented  
communication  
campaign sharing  
information and  
asking for more!  
- Former students &  
staff (9)  
- Email and letter  
(100+)



HRH Princess Margaret and our  
Magnolia Tree

The full story of Princess Margaret's visit to Clifton  
High School in 1977. Can you spot yourself in the  
photographs?

Full New Story  
accompanied with  
photographs and  
information from  
the archives and  
friends. Emailed to:  
- 11 staff  
- 41 students



Follow up email  
campaign to all  
new members  
- New members:  
40

# Any Questions



[lenny.robertson@silvermarketing.co.uk](mailto:lenny.robertson@silvermarketing.co.uk)

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

<https://www.linkedin.com/company/silvermarketinguk/>

# 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)

