

Watch the webinar here:

<https://youtu.be/FOAiTqswB8Q>

ToucanTech Webinar: 50 Ways to Fundraise

Rachel Hadley-Leonard, RHLConsulting



Hello!

I'm Rachel Hadley-Leonard

- ★ Background in education, marketing & fundraising. 30+ years!
- ★ Teacher & Senior Leader– Maintained & Independent Schools
- ★ Marketing in industry – John Lewis, AbA etc.
- ★ Marketing & fundraising in schools – inc. Marketing Manager, Head of Marketing, Alumni Relations Manager, Development Director
- ★ Former Director and Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)

Currently:

- ★ Independent Schools' Development, Admissions & Marketing Consultant
- ★ Professional Mentor
- ★ Judge for Times Educational Supplement (TES) Independent Schools Awards
- ★ Judge for global InspirED Brilliance Marketing & Fundraising Awards
- ★ Independent School Governor



Hello!

I'm Brian Davies

- ★ Development Director & Deputy Director of Sport at Bishop Vesey's Grammar School
- ★ Background in education, sports coaching & fundraising. 20+ years experience.
- ★ PE Teacher & Senior Leader- FE College and state Grammar School.
- ★ Founded the first school Corporate Partnership programme in January 2017.
- ★ Has agreed Corporate Partnerships with over 60 different businesses, including Millennium Point, Quilter Cheviot and Irwin Mitchell.
- ★ Regularly chairs IDPE state school events.
- ★ ToucanTech Super user



**10, 50, 100 or 1000
ways to fundraise**

**“Great things are
done by a series
of small things,
brought together”**

- Vincent Van Gough



**“ Fundraising is
the gentle art
of teaching the
joy of giving ”**

- Henry Rosso

**“ People give to
people – not to
organizations ”**

- My former boss!

50 Ways to fundraise

- Knowing your audience
- Pairing - Matching fundraising type to your various audiences
- Making the most of your online spaces to garner support
- 2021 – Why we should all try something new!
- 50 ideas

**Knowing
your
audience**



**We're
not all
the
same!**



How do you know your audience?

- Your communications
- Your relationships
- Your database
- Your team
- Inside intel



Segmenting

- Alumni
- Former staff
- Current staff
- Former parents
- Current parents
- Pupils
- Governors
- Local community
- Suppliers
- Friends of
- PTA





**Matching
fundraising to
audience**

Pairing – Not just for wine & cheese

Current needs/wants

Interests

Affinity to give

Propensity to give




For example...

Bradfield College - £75
from sale of this print
of the school goes
towards their Bursary
Fund

College Website

Login -->



THE BRADFIELD SOCIETY

Bringing together Old Bradfieldians, Parents & Friends of the College

[Home](#)[Network](#)[News](#)[Alumni Clubs](#)[Community](#)[Careers](#)[Events](#)[Photos](#)[Shop](#)

Shop > Bradfield College Print by David Kirk

Bradfield College Print by David Kirk

Availability: Low Stock (1)

Price: £ 195.00


P&P:
UK £ 12.00
Europe £ 0.00
Rest of World £ 0.00

Qty

[Add to Basket](#)

This item is a special order which will be paid for and delivered directly from the artist.
Please email the office if you wish to order one here

Limited Edition Print of Bradfield College by artist David



Your Basket

No items in your basket

£ 0.00

[View basket](#)

Shop by

- All
- Waifs Cricket Merchandise
- OB Merchandise
- OB Girls Merchandise

Audience segment:

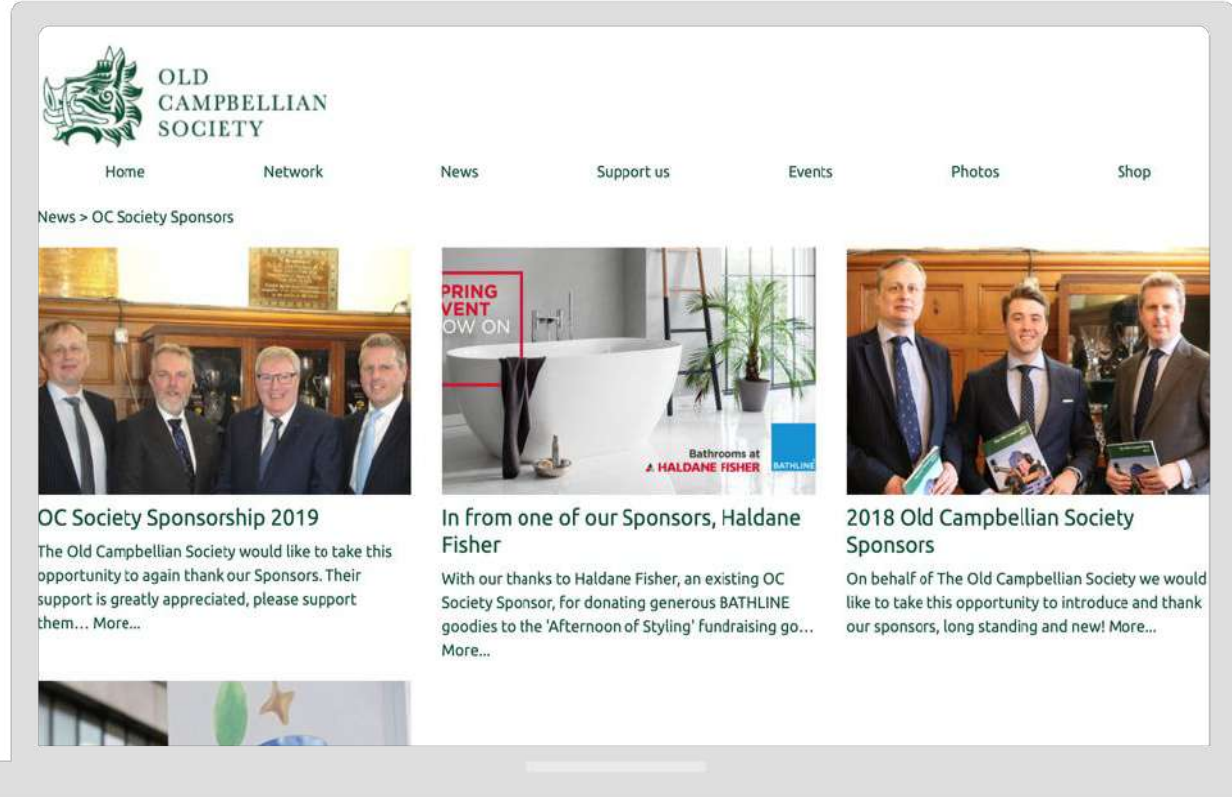
Alumni, former or current parents, former staff for whom:

- £75 is affordable
- Are recently engaged
- Have positive memories of the school
- Have birthdays/partner birthdays

**Make your
database
work for you!**

For example...

Campbell College/ Old
Campbellians -
corporate sponsors
help fund the society's
running costs



The screenshot displays the website of the Old Campbellian Society. At the top, the society's logo is on the left, and a navigation menu with links for Home, Network, News, Support us, Events, Photos, and Shop is on the right. Below the navigation, a breadcrumb trail reads "News > OC Society Sponsors". The main content area features three news articles. The first article, titled "OC Society Sponsorship 2019", includes a photo of four men in suits and text thanking sponsors. The second article, titled "In from one of our Sponsors, Haldane Fisher", includes a photo of a modern bathroom and text thanking Haldane Fisher for donating BATHLINE goodies. The third article, titled "2018 Old Campbellian Society Sponsors", includes a photo of three men in suits holding brochures and text introducing and thanking sponsors.

OLD CAMPBELLIAN SOCIETY

Home Network News Support us Events Photos Shop

News > OC Society Sponsors

OC Society Sponsorship 2019

The Old Campbellian Society would like to take this opportunity to again thank our Sponsors. Their support is greatly appreciated, please support them... More...

In from one of our Sponsors, Haldane Fisher

With our thanks to Haldane Fisher, an existing OC Society Sponsor, for donating generous BATHLINE goodies to the 'Afternoon of Styling' fundraising go... More...

2018 Old Campbellian Society Sponsors

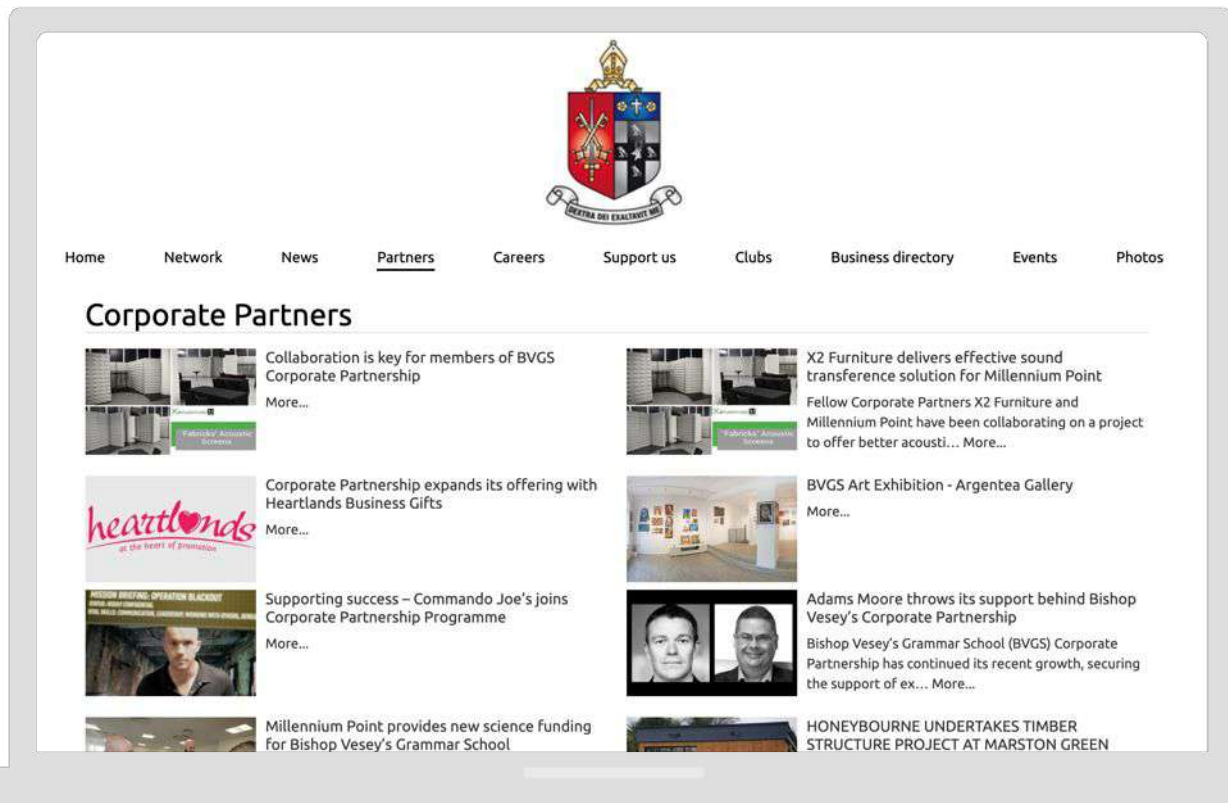
On behalf of The Old Campbellian Society we would like to take this opportunity to introduce and thank our sponsors, long standing and new! More...

BVGS - Corporate sponsorship programme




Brian Davies


Development Director & Deputy
Director of Sport at Bishop
Vesey's Grammar School





Home Network News Partners Careers Support us Clubs Business directory Events Photos


Corporate Partners


 Collaboration is key for members of BVGS Corporate Partnership
More...


 X2 Furniture delivers effective sound transference solution for Millennium Point
Fellow Corporate Partners X2 Furniture and Millennium Point have been collaborating on a project to offer better acousti... More...

 Corporate Partnership expands its offering with Heartlands Business Gifts
More...

 Supporting success – Commando Joe's joins Corporate Partnership Programme
More...

 Adams Moore throws its support behind Bishop Vesey's Corporate Partnership
Bishop Vesey's Grammar School (BVGS) Corporate Partnership has continued its recent growth, securing the support of ex... More...

 Millennium Point provides new science funding for Bishop Vesey's Grammar School

 HONEYBOURNE UNDERTAKES TIMBER STRUCTURE PROJECT AT MARSTON GREEN

Audience segment:

Alumni, current or former parents whom:

- Are engaged and supportive
- Have businesses
- May be seeking sponsorship opportunities

**Make your
database
work for you!**

For example...

St James' School -
launched an online art
auction online with
proceeds going to the
school:



Audience segment:

Any stakeholder who:

- Has an interest in art
- Is engaged
- Has the ability to spend £x

**Make your
database
work for you!**

Making the most of your online spaces

School website

Online community site

**Social media – Facebook, LinkedIn,
Instagram, Twitter**

Virtual tours

Blogging

E-news

West Buckland School – Covid Fund:

Visit West Buckland School website <https://www.westbuckland.com/>

Login →

Home

Network

News

Announcements

Careers

Support us

Groups

Events

Photos

Shop

Business Directory



Emergency Fund

With the support of the West Buckland School Foundation, who have kick-started the Fund with a £50,000 donation, we hope to raise enough to help pupils stay at School over this challenging time. We understand that it is a difficult time to ask, but your support will play an invaluable role in ensuring that the School continues to provide an outstanding education to its current pupils.

Before COVID-19 hit us, the School was in extremely good health; our children's recent academic and co-curricular achievements are remarkable.

Please help your old School so that we can help our current pupils. Current parents face uncertainty and financial hardship as drastic action is taken to curtail the spread of the virus. Any help you are able to offer will make a huge difference.

To find out more about how you can support the School, please contact Amanda Reynolds (ajr@westbuckland.com) or please use the attached form. Amanda is Foundation and Alumni Director - the Foundation has been supporting deserving pupils through the School since 2003.

Together, we can navigate whatever lies ahead of us and emerge as strong and united as ever.

Yours faithfully

Phillip Stapleton, Headmaster & Stuart Smith, President of the OWBA

Solihull School – Bursary video:

<https://www.solsch.org.uk/page/?title=The+Silhillian+Fund&pid=225>

HOME

ADMISSIONS

ABOUT SOLIHULL

PREPARATORY

SENIOR

SIXTH FORM

DEVELOPMENT & ALUMNI

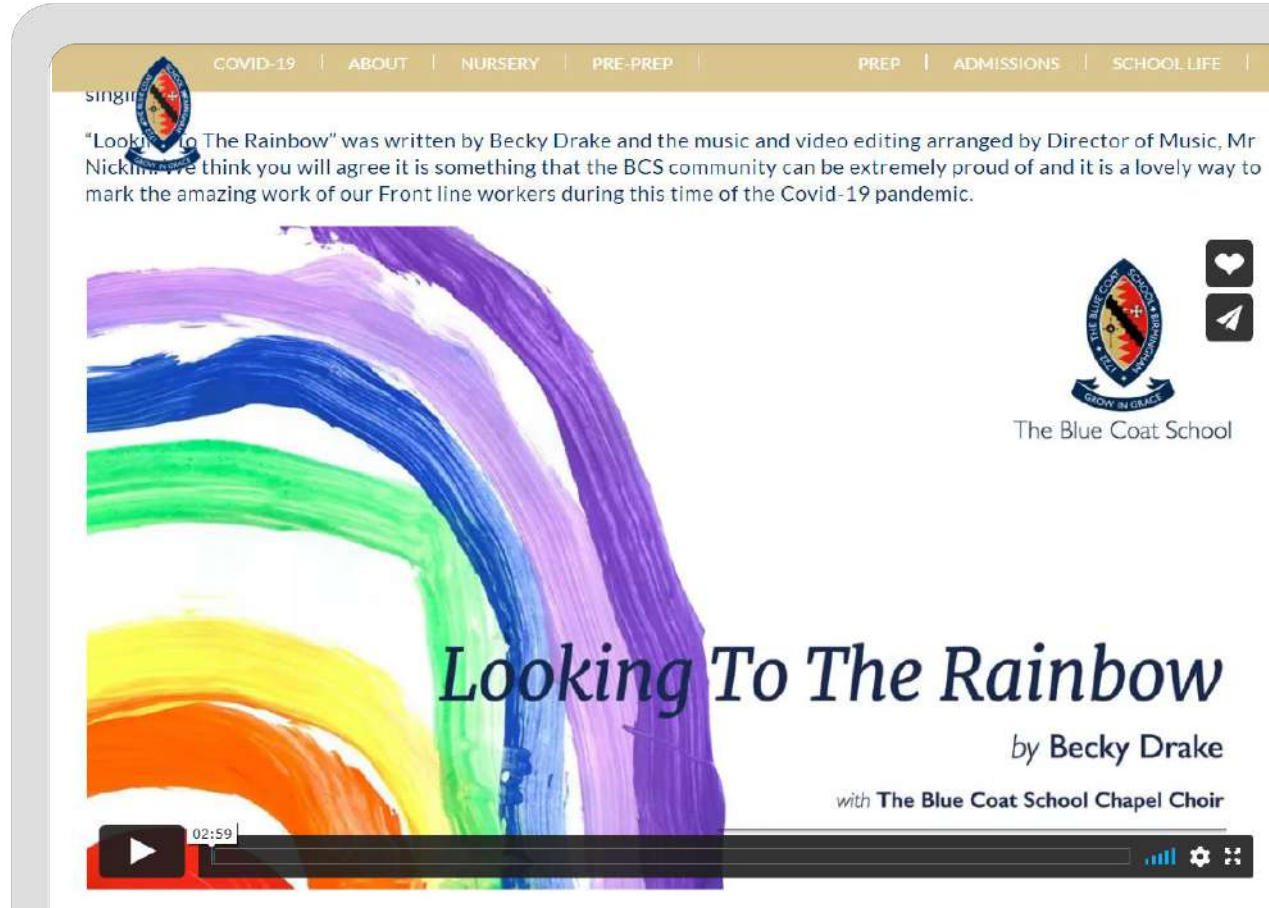
Your gift will make a real difference. Please contact Lucy Lunt, Director Development and Alumni Relations at luntl@solsch.org.uk or on 0121 703 2898 to discuss ways in which you can support future generations at Solihull School.



DONOR ROLL

Using video

<https://www.youtube.com/watch?v=GAVCHH6ZO2s>



The video player interface shows a video titled "Looking To The Rainbow" by Becky Drake, featuring The Blue Coat School Chapel Choir. The video is set against a background of a hand-painted rainbow. The player includes a progress bar at the bottom, a play button, and a timestamp of 02:59. The video description, located at the top of the player, states: "“Looking To The Rainbow” was written by Becky Drake and the music and video editing arranged by Director of Music, Mr Nicklin. We think you will agree it is something that the BCS community can be extremely proud of and it is a lovely way to mark the amazing work of our Front line workers during this time of the Covid-19 pandemic." The video player also features a navigation bar at the top with links to COVID-19, ABOUT, NURSERY, PRE-PREP, PREP, ADMISSIONS, and SCHOOL LIFE. The Blue Coat School logo and name are visible in the top right corner of the video frame.

COVID-19 | ABOUT | NURSERY | PRE-PREP | PREP | ADMISSIONS | SCHOOL LIFE

singing

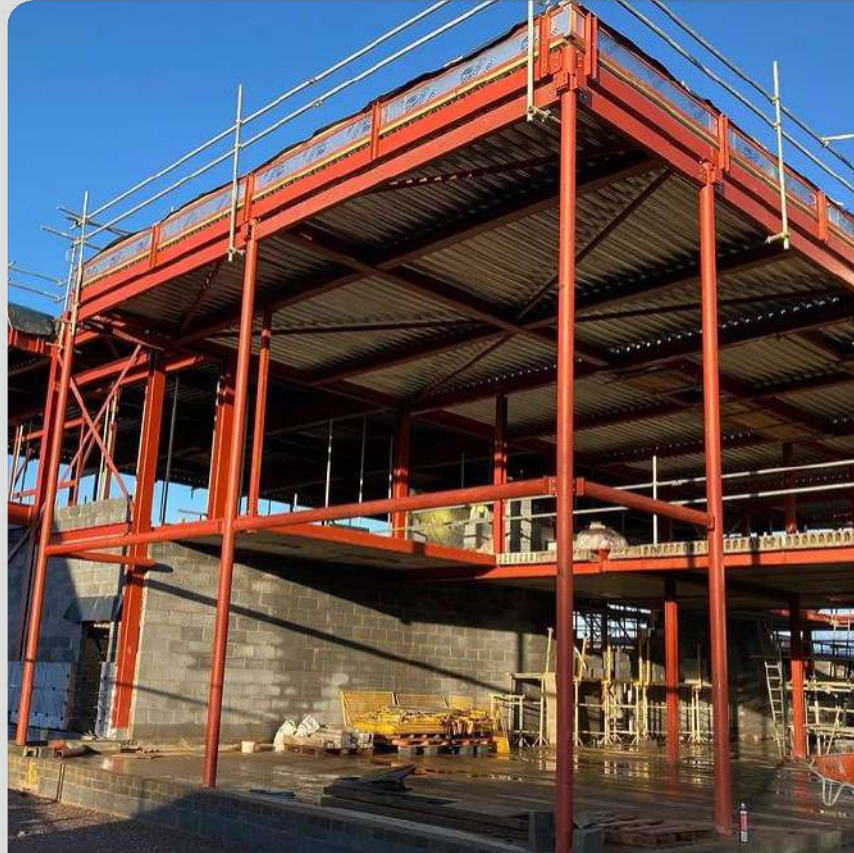
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The Blue Coat School

Looking To The Rainbow
by Becky Drake
with The Blue Coat School Chapel Choir

02:59

Chipping Campden School:



oldcampdonians • [Follow](#)
Chipping Campden, Cotswolds



oldcampdonians Hello blue sky and new walls. Great to see the building really taking shape. We are building a bright future for the arts in Chipping Campden. #performingarts #youngartists #artseducationmatters #communitymatters

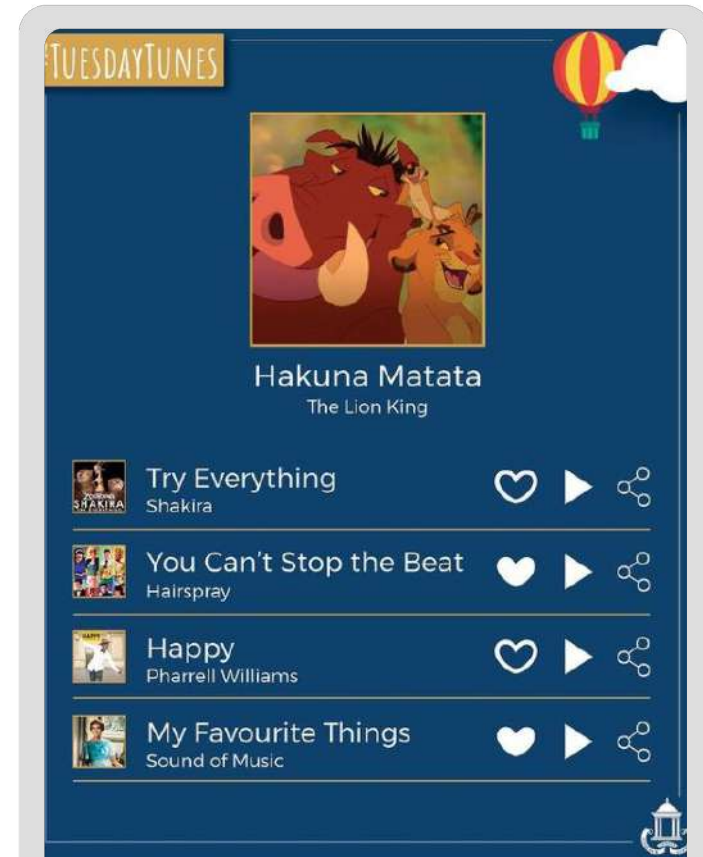
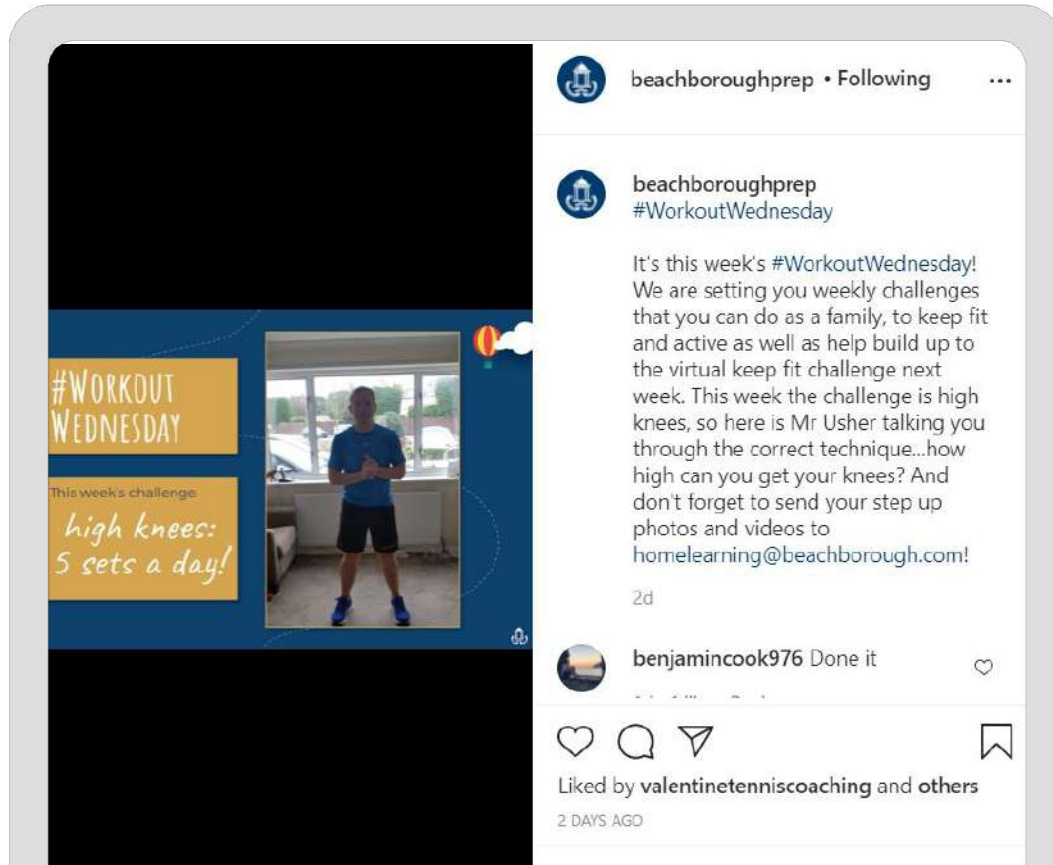
6d



Liked by [dawnlodgeassociates](#) and others

6 DAYS AGO

Instagram Beachborough Prep School:



Virtual Open Days and 360 Tours:

Fettes College Lookbook



Fettes Prep Lookbook



Explore Fettes College



Explore Fettes Prep



**2021: Why it's
important to
try something new**

To **boldly** go where no
one has gone before...



**Pause, play,
try!**

Ask!



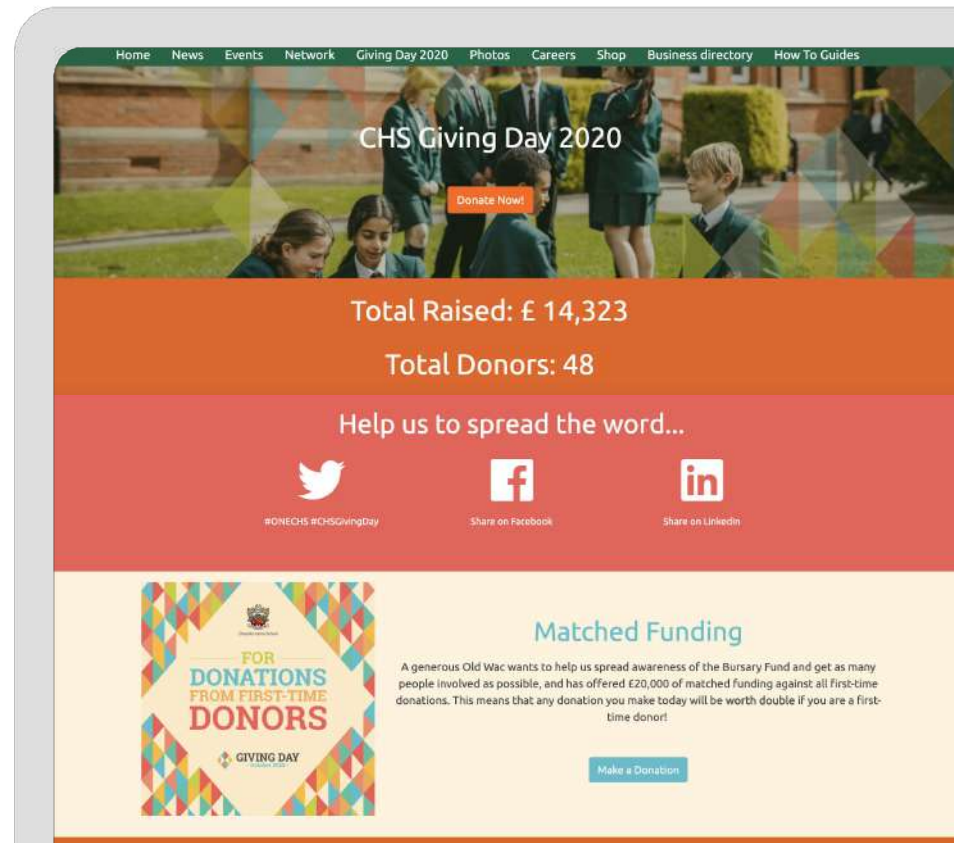


50 ways to Fundraise



Major Gifts
Legacy Giving
Annual Giving
Corporate giving
Regular Giving
Giving Day
Telephone Campaign
Capital Campaign

Cheadle Hulme School - Giving day



RGS Guildford – Giving Day

A big thank you to every single one of our 1278 donors and 50 champions who made the 2020 RGS Giving Day such an amazing success.



Abingdon School – Giving Day



**The Future
Together**

Giving Day – 18-19 March

Abingdon School is one of the first schools in the UK to hold a Giving Day and we are delighted to announce that it will be on Wednesday 18 March 2020. A Giving Day is a 24-hour digital fundraising and awareness campaign.

50 Ideas for Giving | by stakeholder group

For Pupils

Sponsored event
Silver mile
Readathon
Cake sale
Walk to school
Non uniform day
Virtual concert
Charity wristbands
Lawn mowing
Supermarket packing
Sleeping out/rough sleeping
Karaoke
Children's bake off
Lip sync competition
Teachers in jail
Baby photo competition
Recipe books
Danceathon

For Alumni

Networking lunch
Donate a drink
Film night
'Class of' gifts
School merchandise
Gift Aid
Payroll donations
Quiz
Head shaving
Swear box
Bingo night
Sports dinner
Matched funding
Art auction
Envelope giving
Pavers/bricks
Online cookery masterclass

For Parents

Donate your deposit
Bakeathon
Car wash
Film night
Come dine with me
Denounce a vice
Matched giving
Car share
50-50 club/100 club
Coffee morning
Text to give
Silent auctions
Golf tournament
Bake off
Promise auction
Used book swap
Lose a pound

50 Ideas for Giving | by campaign

Capital Campaign

Giving tree
Pavers/bricks
Defined period regular giving
Major gifts
Name a room/building/equipment
Corporate sponsorship
'Class of' naming
Seat naming
Periodic table elements
Match funding
Giving days!
Campaign Ball

Giving Days

Match funding
Silver mile
Cake sale
Walk to school
Non uniform day
Donate a drink
Film night
Coffee morning
'Class of' gifts
Text to give
Quiz/Bingo night
Rough sleeping
Karaoke/virtual concert/live events
Celebrity cameo messages

Bursary Fundraising

Donate your deposit
Regular giving
Major gifts
Payroll donations
'Class of' bursary
50-50 club/100 club
Silent auctions
Sports dinner
Art auction
Envelope giving
Pavers/bricks
School merchandise

Takeaways

- ✓ Segment out your community
- ✓ 'Pair' type of fundraising to type of audience
- ✓ Find out what they want - involve your community!
- ✓ Make your database work for you
- ✓ Be creative!
- ✓ Don't go it alone!



Questions



T: +44 (0)7817 957724

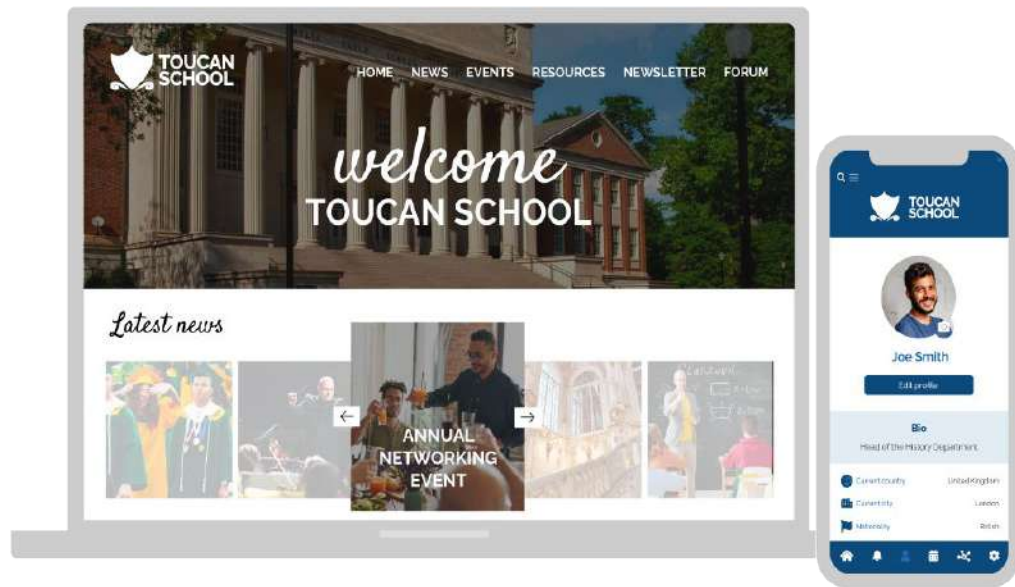
E: rachelhadleyleonard@outlook.com

www.rhlconsulting.co.uk



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
www.toucantech.com

