

**Parent power - practical fundraising
steps for this important group of potential donors**
Thursday 17 October 2019

Pippa Blackstone
Director of Development and
Alumni Relations
Tonbridge Grammar School

Rachel Hadley-Leonard
Fundraising Consultant

Sian Morley-Smith
Co-Founder
ToucanTech

Nick Priestnall
Director of Development
Mill Hill Schools

Pointers for parent engagement, with minimal resource

- The power of a new parent meeting with the Head at the start of each academic year
- How to approach individual meetings/ calls with parent influencers
- The difference between building support for an Annual Fund vs Facilities Development
- - Practicalities of managing comms and reporting admin in a low-resource fundraising team (i.e. one person!)
- What not to do or things I've tried that haven't worked?



Pippa Blackstone

Director of Development and Alumni Relations
Tonbridge Grammar School

Welcome to Tonbridge Grammar School

- An International Baccalaureate World School
- Parent Power top ten school
- Role 1184. Girls 11 to 18 years. Boys 16 to 18 years
- Admissions 11 + super selective, with places reserved for Pupil Premium



TGS is a centre of excellence for learning where students and staff are encouraged to be the very best they can be in a nurturing and kind community. Our enriching, academically ambitious curriculum promotes intellectual curiosity and personal growth, preparing students to mature as responsible global citizens. Our exceptionally dedicated staff support every student to success.



- School building 2008 £10m
- Sixth Form building 2015 £2.2m
- Music Department 2015 £1m
- Outdoor sport 2018 sport £1m
- Annual co-curricular £120k pa



About our parents, carers, governors, grandparents, alums (parents as well as students and staff)

- Day school, geographically local
- Strong community parent involvement
- Strong PTA
- State school in the SE of England
- Mixed affluence, professionals
- Excellent choice of schools

Practical and In-kind support

Helpers on visits, pro bono expertise, workshops, careers

Fundraising

Annual fund, capital campaigns, legacies, bursaries, corporates

Income generation provides 20% up-lift pa on £4,500 curriculum grant

Families are encouraged to ask for help

The Head and the Development Office



The Head

Induction evenings
Welcome events

The Development Office

Experience events
Consultation evenings



The Head

Whole school key messages, launch and year end reporting

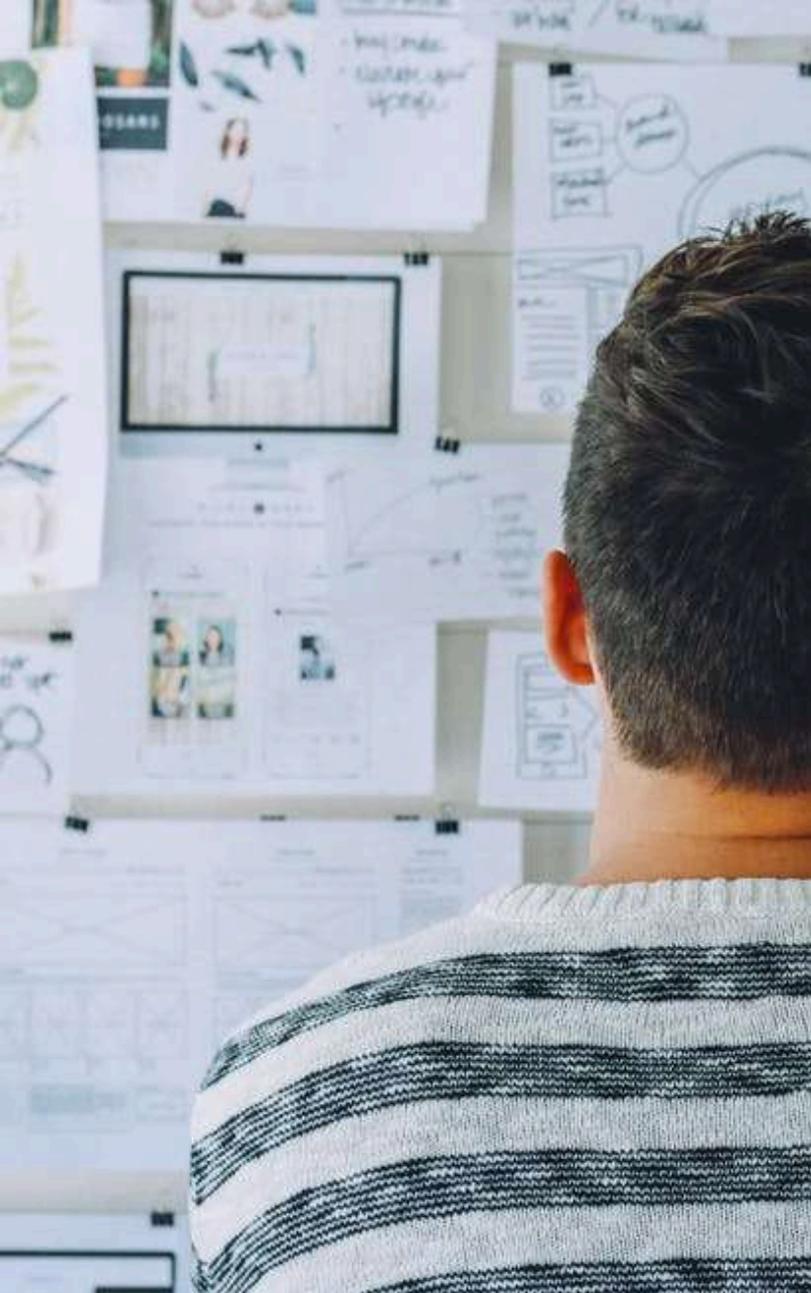
The Development Office

Thankyous (Head, some)
Follow ups
News

Tea with the Head

- The intimacy of face 2 face
- The voice of the governors
- Sharing school vision and key ambitions for the year
- Leading from the front
- Time precious. This is important
- Sharing messages that are missed on paper
- Builds personal relationships and trust

“The Head Teacher’s presentation and the opportunity to chat to hear afterwards gave me an insight to the strong sense of community and care at TGS”



Identifying and Approaching our Parent Influencers

- **Impact**
- **TGS initiatives**
- **Unsolicited approaches**
- **School vision**
- **Influencer motivations**
 - Pipeline mapping
 - No fixed approach – be flexible
 - Information gathering
 - Developing a relationship
 - Bag of tricks: Face2face at events, planned visits, email, telephone, DO invitation, Senior Colleagues, Head Teacher, Governors

Building support for Annual Fund & for Facilities Development

- ✓ Everyone getting involved
- ✓ For enriched opportunities
- ✓ Every one and every £ counts



- ✓ A 'transformational' project
- ✓ An ambitious and achievable target and timescale
- ✓ We are almost there!
- ✓ Digging deep



Practicalities of a low-resource fundraising team | My Top 10

- 1 Person 39 weeks, was a parent!
- Finance for bank rec's
- School Comms Officer
- TGS Connections Toucan Tech
- IDPE
- Schools trips, minibus, first aider

1. An annual strategic plan ,school vision
2. Professional, positive, patient (sometimes tears!)
3. Tea v wine
4. Electronic v paper form (comms and gifts)
5. Monthly v weekly reporting
6. Telephone v travel
7. TGS Connections
8. IDPE
9. Student power
10. Get out there and celebrate!



What not to do or things I've tried that haven't worked Yet!!

- Don't ask your overworked colleagues to work on a Saturday!
- Our Arts Society needs more resource to produce newsletters
- Parent focus and ambassador groups require regular evenings
Recognition of annual giving
- Corporate partners
- School Fund – everyone counts, every £1 counts. 100%
engagement not yet achieved

**In 2013 Joy
Debney came for
tea**



**In September
2019 'Tom'
joined TGS with
a Sixth Form
Promise**

The Importance of Research and Relationships



Rachel Hadley-Leonard
Marketing & Fundraising Consultant

Establishing a Culture of Research

Which Type of Research?

Quantitative vs Qualitative?

- ❖ One-on-Ones
- ❖ Focus Groups
- ❖ Questionnaires
- ❖ Admissions/Fundraising Data
- ❖ Inside & Outside Intelligence
- ❖ Hearsay

The Most Effective and Meaningful Type





Parent Types

Parent Types

involved
teacher-parent
time-rich
struggling wealthy
negative pushy absent vocal
supportive working
complaining
stay-at-home helpful

Focus Groups with Current Parents

Don't...

- Be afraid
- Try to keep out the trouble-makers
- Let the Head do it...or the Bursar
- Have more than eight parents. Six is ideal.
- Ask leading questions
- Be unstructured
- Be too structured!

Focus Groups with Current Parents

Do...

- Consider using external help
- Try to ensure a balance of parent 'types'
- Promise, and keep, confidentiality outside of the group
- Keep sessions to an hour. 90 mins. maximum
- Provide daytime and twilight options
- Provide refreshments
- Record or use a scribe
- Keep it focused – pre-plan questions
- Give an overview of the school's financial situation
- Say thank-you
- Follow up



Focus Group Questions



Managing Relationships



PTA doesn't stand for...

Parents to Avoid



Don't underestimate them!

England's 30 most successful parent-teacher associations (PTAs) raised £3.6m for their schools. One PTA, the Friends of Queen Elizabeth's school in Barnet, north London, raised £894,000 – more than any other PTA that year. Most of this figure – almost £700,000 including gift aid – was from donations and legacies.

Source – The Guardian



**All gifts are
equal...But
some are more
equal than
others?**

Time v Money

Relationships

Don't lie

Stay faithful

Make them feel wanted

Respect them

Keep communication open

Be aware of their feelings

Support them in their
dreams/visions

Don't ignore problems

Tell the truth (even if it hurts)

Make time for each other

And...

Love each other



Why Say Thank You?

Appreciation
Relationship
Impact
Preparation

Parent Advisors and Ambassadors 'Influencers'

*"Ask for advice and get
money, ask for money
and get advice"*





Better Understanding
Improved Engagement
More Willingness to Support
Donors!

Parents - Top Five Take-Away Tips

1. Not all parents are wealthy but they ARE your best resource
2. Clarity is key
3. Let them help
4. Get the PTA on side
5. Look after them





RHL CONSULTING

MOVING SCHOOLS FORWARD



Tel: +44 (0)7817 957724



Email: rachelhadleyleonard@outlook.com



Website: rhlconsulting.co.uk

Practical fundraising steps for this important group of potential donors



Nick Priestnall

Director, Belmont Sports Hall Campaign
Mill Hill School Foundation

Thanks a Million!

- **Mill Hill School Foundation**
 - Mill Hill Senior School
 - Belmont Prep School
 - Grimsdell Pre-Prep School
 - Mount Mill Hill International
- **Fundraising**
 - Sundry appeals for capital projects during C20th
 - Development Office 2005

Thanks a Million!



 **Mill Hill** Instilling values, inspiring minds
Grimsdell | Belmont | Mill Hill School | Mill Hill International

Belmont Sports Hall Campaign 2018-19

Helping to build Belmont together

I wouldn't start from here

- £3m building – all from fundraising
- Feasibility study
 - 20 selected parent families
 - Draft case for support
 - Lead donation and its impact
 - Outcome: No chance!
- Revisit
 - £1m from fundraising

Start here instead

- Quiet phase
- Public phase
- The final push
- Communications strategy
- Donation processing system
- Human resources

Quiet Phase – Target 70%

- Case for Support
- Major Donor Brief
- Agree donor recognition
- Potential Donors: research, identify, solicit, steward

Public Phase

- Case for Support
- Launch
- Week by week
- Highlight initiatives
 - Ball for a Wall
 - London to Paris Bike Ride
 - Pathway to Fitness

Case for Support

Don't let the facts spoil a good story!





The 2019 Belmont Sports Hall

KEY FACTS

Ready for Half Term 2019

Cost: £3m
(includes additional year of
funding for temporary facility)

Fundraising: £1m



ALMOST DOUBLE THE USABLE FLOOR AREA

accommodating more sports including indoor
football, indoor hockey, indoor cricket, basketball,
volleyball, soft tennis and badminton

ALL NEW PE AND GAMES EQUIPMENT

efficiently stored and accessible

MAJOR EVENT SPACE

for concerts and whole school assemblies

EXCITING ENHANCEMENTS

such as a climbing wall, trampolines,
electronic scoreboard

**SPORTING
LEGENDS**

4 donors of £50,000; each may also have their name associated with a specific aspect of the building.

5 donors of £25,000 each.

3 Sporting Legend donations already received.

**GOLD
MEDALLISTS**

5 donors of £10,000 each.

3 Gold Medallist donations already received.

**SILVER
MEDALLISTS**

15 donors of £5,000 each.

**BRONZE
MEDALLISTS**

40 donors of £1,000 each.

The £1m goal can be achieved in many ways.

The 2012 Belmont Centenary Campaign for the Michael Proctor Building raised over £550,000 with a similar number of donations at the same levels.

We believe that the wider Belmont community with its passion for sport will join those who have already given to enable the School to reach the £1m.





Welcome

Belmont has a strong sporting tradition and reputation. We have had many Old Belmontians and Old Millhillians who have gone on to play sport at the highest level.



We are particularly proud of the recent news of Old Belmontian, Sophia Dunkley, who was selected for the Women's T20 Cricket World Cup Squad in the Caribbean in November 2018. We have also had great team success over the last few years including National IAPS 6 aside Football Champions, Middlesex Under 13 Cricket Cup Champions and this year, Under 13 Netball National Prep school runners up. More important, however, is the opportunity we provide for every Belmont pupil to enjoy their sport and to feel proud to represent their house and their School.

We want to build on this wonderful sporting tradition and take Belmont sport to the next level. We have so many high-quality sports coaches and teachers to help develop the children's participation and performance in sport and we have stunning grounds with an abundance of space to deliver outstanding games lessons. The last piece of the jigsaw is our indoor sports facilities...

Following the major fire to the gym in November 2017, I am delighted that the Governors have supported the construction of a brand new sports hall. With almost double the floor space of the old gym this will provide not only fantastic sporting opportunity but also give us the chance to hold full-school assemblies again and host performances and other events.

With over £10m of Foundation funds spent here in the last six years Belmont has been brilliantly supported by the Governors. Our facilities are amazing.

The new sports facility is therefore to be jointly funded by insurance, Foundation funds...and fundraising which is where the Belmont community can play its part too, as it always has, in the provision of Belmont's sports facilities.

The Friends of Belmont have already committed everything they raise at events in this academic year to the campaign. I am thrilled and very grateful to FoB for this and their commitment to support the campaign. I am also delighted that the Grimsdell Parents Association has offered to support the campaign too.

The new sports hall will make a tremendous difference to the children of Belmont and Grimsdell as well as the wider community. Please be kind enough to look carefully at this booklet and think about how you can contribute. Every gift will help. To know more please contact Nick Priestnall in the Development Office (020 8906 7925 or np@millhill@org.uk) or me (lroberts@belmontschool.com).

Leon Roberts
Head

Launch

- It'll be alright on the night!
- Oh no it won't....but you have to get on with it
- Build excitement

- Week by week communications
 - Just enough, not too much
 - Beware conflicts and other asks
 - Not all about the campaign, some about the building

Highlight the highlights

Ball for a Wall

Bike Ride to Paris



Ball for a Wall



£67,000

Bike ride to Paris



£18,000

The Final Push – Two Prongs

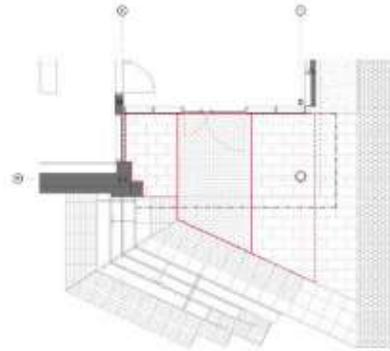
Final major donor approaches

- Last chance to get their name in lights
- Revisit early ones?

Chance for everyone to take part

- Really important community activity

Pathway to Fitness



The Pathway to fitness will be laid at the entrance to the new Sports Hall at the beginning of 2020 as you can see in the diagram here.

You can have your family name, your child's or grandchild's name and their years at Belmont or their favourite teacher's name inscribed on a brick. Each brick is **£100**. We also have 50 double sized bricks which can be inscribed with more than one name at a cost of **£250**; these are on a first come, first served basis.

Click on the link below now to buy your brick.

www.pathwaytofitness.org

Hello



**Sian Morley-Smith, Co-Founder
at ToucanTech**

DATA

DESIGN

Language

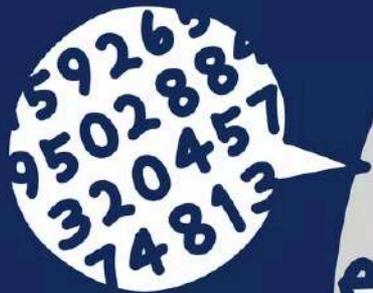


Left vs. Right

Expression



Numbers



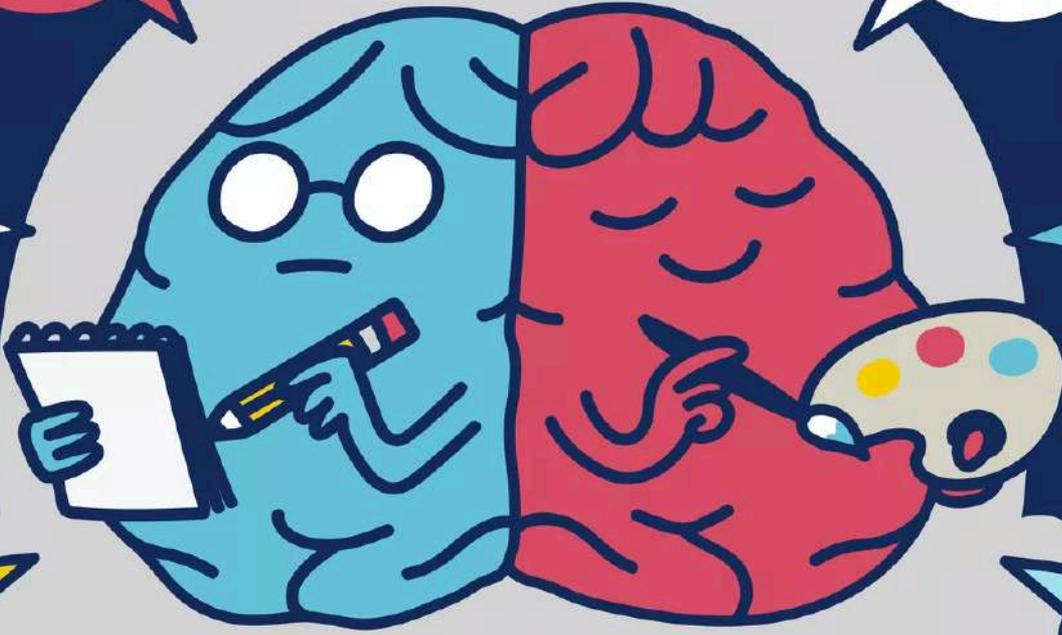
Emotional intelligence



Analytical thinking



Imagination



Logic

Creativity

verywell



What we'll cover in this session

- ★ Data do's and don'ts
- ★ Database 'trick or treat'
- ★ Powerful campaign examples
- ★ Typical marketing materials
- ★ Q & A

Data do's

- ★ Carefully plan the data you need to execute your marketing strategy

Data do's

- ★ Carefully plan the data you need to execute your marketing strategy
- ★ Use tags, flags & defined fields

Data do's

- ★ Carefully plan the data you need to execute your marketing strategy
- ★ Use tags, flags & defined fields
- ★ Consider propensity and ability

Data do's

- ★ Carefully plan the data you need to execute your marketing strategy
- ★ Use tags, flags & defined fields
- ★ Consider propensity
- ★ Regularly check back to make sure your data allows you to execute your strategy

Data don'ts

- ★ Assume all data is worth storing

Data don'ts

- ★ Assume all data is worth storing
- ★ Assume all data is equal

Data don'ts

- ★ Assume all data is worth storing
- ★ Assume all data is equal
- ★ Capture data without a plan

Database trick or treat

- ★ Accurate data import
- ★ Considered data capture
- ★ Annual roll over tasks
- ★ Ongoing updates

Database trick or treat

★ Accurate data import

Suitable
database

Key parent
data

Children
*year groups,
house, teams
etc.

School fees/
recipient of
bursary

Contact
information

Relationships,
family

- ★ Considered data capture
- ★ Annual roll over tasks
- ★ Ongoing updates

Database trick or treat

★ Considered data capture

Key/main
contact

Acquired
data

Interests

Ability

Propensity

Family
dynamic

Integration with
school activities/
events/ comms

- ★ Accurate data import
- ★ Annual roll over tasks
- ★ Ongoing updates

Database trick or treat

★ Annual Roll over tasks

New parents
(admissions)
import

Annual roll
over

Existing parents
new siblings
import

Strategy review

School diary/
comms plan/
events

Data review

- ★ Accurate data import
- ★ Considered data capture
- ★ Ongoing updates

Database trick or treat

★ Ongoing updates

Change of
contact details

Ongoing
updates

Conversations,
ongoing anecdotal
information

Engagement
markers

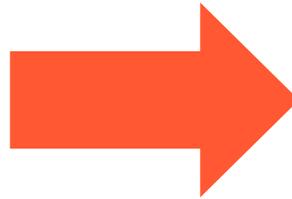
Family
dynamic/
issues

- ★ Accurate data import
- ★ Considered data capture
- ★ Annual roll over tasks

Database trick or treat

Instead of this:

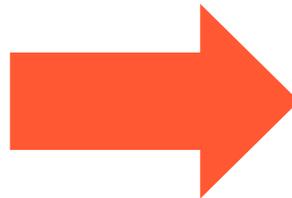
Collect everything



Decide marketing strategy on the data we can extract

Try this:

Decide marketing/
fundraising strategy



Define data fields/
categories & collect
data needed to execute
your strategy

Powerful examples



‘Modern’
‘Smart’
‘Cheap’

Powerful examples



Powerful examples



Take a look inside the Barton Science Centre

8 Jan 2019

Take a glimpse inside the building as it prepares for its first classes

[Read More](#)



Construction of showpiece item 'Barton's Chair' begins

24 Oct 2018

Art installation celebrates work of OT Chemist, Sir Derek Barton

[Read More](#)



A work in progress

1 Oct 2018

Jack Dalton (FH5) and Jasper Drie (WH5) take a guided tour of the Science Centre

[Read More](#)



Tonbridge School @TonbridgeUK · Sep 29

There's still a great buzz of interest about our observation #hive, installed on the #Biology floor of the Barton #Science Centre ... It allows boys to get up close and study the day-to-day activities and behaviour of the colony #bees tonbridge-school.co.uk/about/faciliti...



👍 🗨️ ❤️ 7

Tonbridge School Retweeted



about|these|boys @abouttheseboys · Oct 6

Enjoying the interactive periodic table at @TonbridgeUK Science Centre after their bee keeping workshop. The boys have had such a fun, educational and inspiring weekend - thank you @emftheatre #tonbridgetalks #environment #saveourplanet



Powerful examples

One-off

500

1000

5000

£

Regular

15.53

50

100

£

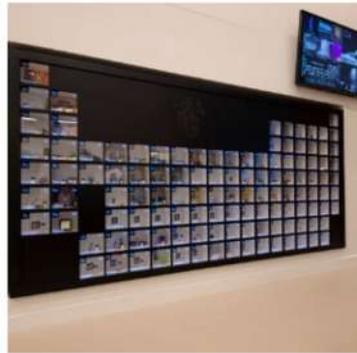


Powerful examples



Barton's Chair

[Read More](#)



Periodic Table

[Read More](#)



DNA Helix of Life

[Read More](#)



TV Monitors

[Read More](#)



Observation Hive

[Read More](#)

Powerful examples

Anthony Morris Scholarship Fund

The Foundation aims to raise funds to enable young people to attend Concord whose families might not otherwise be able to afford the fees. Our goal, is to develop a scholarship programme that will provide a growing number of awards each year and change the lives of young people. This Foundation has been established in Mr Morris' name in recognition of his amazing contribution to Concord.



Powerful examples



Dear Friends

I am writing to let you know about an exciting and positive initiative for the future of Concord and of our alumni.

Over the years, the fees at Concord have inevitably increased as the cost of providing the highest quality education has risen. For some alumni, who are extremely keen to send their very able children to Concord, the fees may be unrealistic. On this basis, the Concord College Scholarship Fund, [Anthony Morris Foundation](#) is launching two annual Sixth Form scholarships that are to be directed at the children of alumni. It is hoped that the first scholars will be able to join Concord as early as September 2018.

It is anticipated that these Anthony Morris Scholars will be students of the highest academic ability. They will be selected on the basis of their past academic record, their performance in testing and in an interview. The scholarships will be extremely generous and will be related to the ability of the candidate's family to afford the fees. [Applications](#) should be directed through Concord's normal admissions office, but should be clearly marked 'Anthony Morris Scholarship' ([click here for email template](#)).

I hope that you agree, this is excellent news. Not only is it giving young people a wonderful opportunity that they might not otherwise have been able to access, but it further strengthens the relationship between Concord College and our alumni. If you know a Concord alumni who would be interested, please pass this message on to them.

Finally, I am extremely grateful to the [Founder Donors to the Anthony Morris Foundation](#) through whose generosity this scheme has been made possible. If you feel you would like to know more about the scheme or even that you might want to contribute, then do not hesitate to contact me.

Yours with kindest wishes

A handwritten signature in blue ink, appearing to read "Neil Hawkins".

Neil Hawkins
PRINCIPAL



Powerful examples



1710171017101710171
1710SOCIETY1710171
1710OF1710REGULAR
1710GIVERS17101710
1710171017101710171
1710171017101710171
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The Great Big Bursary Ball 2019

📍 Twickenham Stadium, Twickenham

The Great Big Bursary Ball

The Great Big Bursary Ball - Your opportunity to help transform a young person's life and have fun too!



📅 3 May 2019

✍️ Written by Natasha Nolan

📁 School News



The Great Big Bursary Ball

We're excited to announce that tickets are now on sale for the Great Big Bursary Ball on Saturday 30 November, 2019. All proceeds raised will be donated directly to the Bursary Fund.

We're planning a fun-filled evening of great music and entertainment at Twickenham Stadium. On arrival you will be seasonally serenaded by our choir, before a visit to the England Changing Room and a walk through the Players' Tunnel for a Pitch Side Champagne reception. Return to the lively strains of the Jazz Band and enjoy some spectacular performances from the Holles Singers before a delicious three course dinner. There will be a Grand Auction of highly desirable lots, with a silent auction running throughout the evening. To round off the evening, there will be a live band to dance the night away.

Tickets are £95 per person and will be allocated on a first come, first served basis, as places are limited. Tickets can be booked individually or as a table of ten. Table of ten bookings will be rewarded with a free bottle of champagne on the night! It would be fantastic to have some tables of our alumnae.

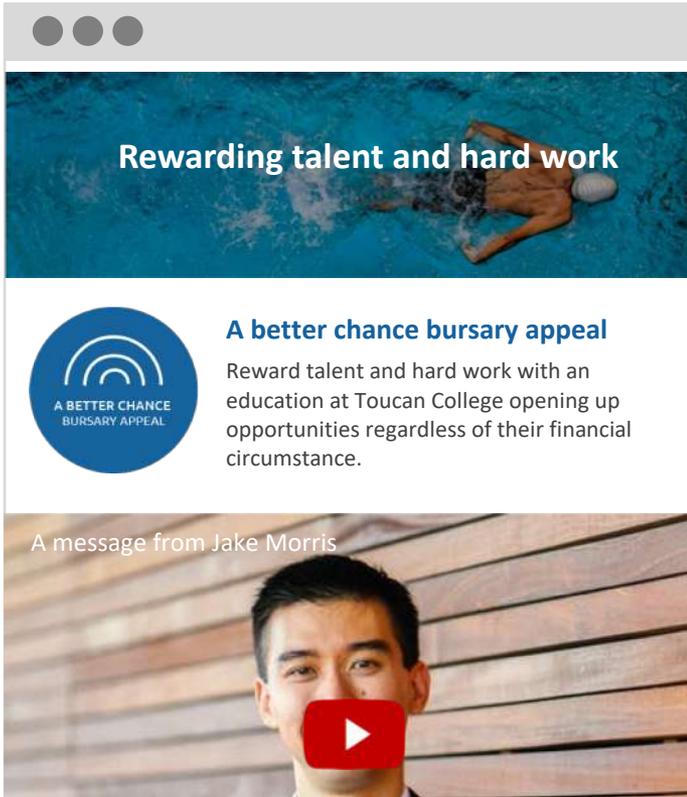
To book, please visit our event page.
(Payment is required for confirmation of places)

We are also looking for a range of exciting prizes for our silent and live auctions – all offers gratefully received!

If you can help, please contact the Development Department: fundraising@lehs.org.uk

Marketing materials

Web page/ pages



A mockup of a web page. At the top, there are three grey circles representing browser tabs. Below them is a hero image of a swimmer in a pool with the text "Rewarding talent and hard work". Underneath is a circular logo for "A BETTER CHANCE BURSARY APPEAL" and a paragraph of text. At the bottom, there is a video player showing a man's face with a red play button icon.

Rewarding talent and hard work

A better chance bursary appeal
Reward talent and hard work with an education at Toucan College opening up opportunities regardless of their financial circumstance.

A message from Jake Morris

Videos



News story & imagery



Ambassadors



Consistent branding



Email Templates



A BETTER CHANCE BURSARY APPEAL

Hello [First_Name],

We have some exciting news and events planned for our Better Chance Bursary Appeal!

Reward talent and hard work with an education at Toucan College opening up opportunities regardless of their financial circumstance.



Thank you for your donation

[Read more](#)



New science facility with equipment

[Read more](#)



Range of new books and resources

[Read more](#)

Thank you,
James Morris



Give by post form

Donation Form



Name:
Address:
Postcode:
Phone number:
Email Address:

Make a one-off donation
I would like to make a donation of _____
or

Make a regular donation
I would like to make a regular donation of _____ monthly

Bank Transfer Toucan School Sort Code: 00-00-00 Account Number: 00000	Send a Cheque Toucan School Toucan Bird Road London
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Gift Aid your donation

I want to Gift Aid my donation and any donations I make in the future or have made in the past 4 years



Questions about this form or your donation? Please email us at info@toucanschool.com

Acknowledgement letter

Thank you for your donation



Hello [First_Name],

Thank you for supporting Toucan School to Reward talent and hard work with an education at Toucan College opening up opportunities regardless of their financial circumstance.

Questions about this form or your donation? Please email us at info@toucanschool.com

Email footer

Jamie Morris
Head of Development
School or Toucan
T: 0208 123 1234



Thank you notes/ cards/ gifts



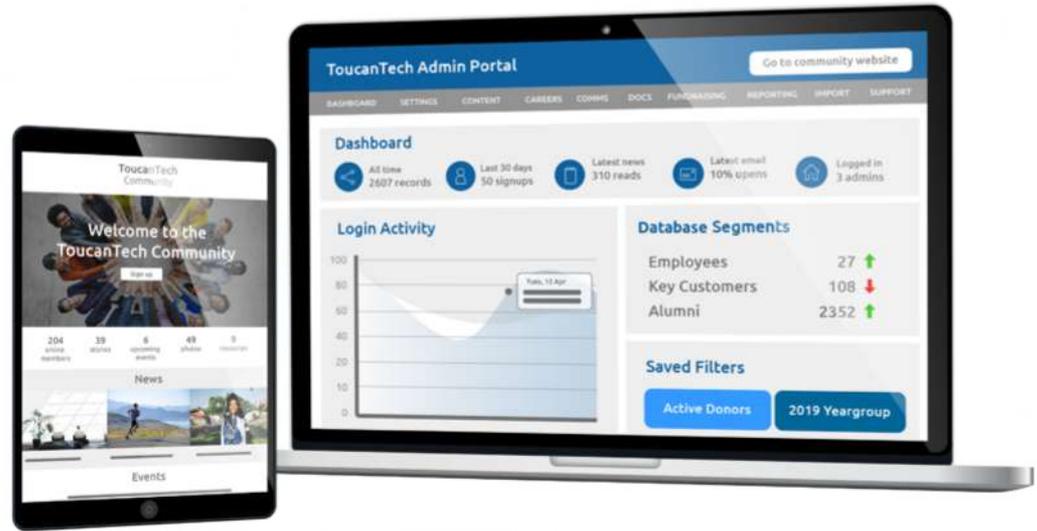
Social media posts



Postal brochures & leaflets & postcards

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!



www.toucantech.com