



Ambassadors & open doors: How to bring your school community together

Watch the webinar here: <https://youtu.be/ZZWEn0p9Jl8>



Ambassadors & open doors: How to bring your school community together

Introducing today's speakers



**Britt
Ellice**



**Deborah
Eleftheriou**



**Michelle
Cruickshank**

Hello from Bishop's Stortford, UK

Britt Ellice

Development Director at Bishop Stortford College, located in the UK.

Britt's original career plan was to become an English professor, so after spending fifteen years in a variety of senior roles in Financial Services, she was thrilled to return to the Education sector in 2019 as the Development Director for Bishop's Stortford College, equipped with strategic relationship management skills polished in the City of London. Family, Philanthropy and Community are Britt's top priorities, and as the proud parent of a young Stortfordian, she has the future of Bishop's Stortford College very firmly in her heart.



Why we decided we needed ambassadors & who we were looking for

- As an organisation, we're always grateful for enthusiastic members of our community to help us spread the word, as well as a few extra pair of hands to volunteer at our events and fundraising activities
- We wanted to enrol ambassadors from across our community, such as parents, alumni, committee members, and other friends of the College, to help promote our cause far and wide
- The list is fluid – We currently have over 30 ambassadors and saw more come forward for our Giving Day!



How we invited them to join us and gained their buy in to help

- We reached out to warm parents, alumni, former parents & the Old Stortfordian committee to invite them to become ambassadors
- We sent emails from our ToucanTech system to invite community members to consider signing up as ambassadors before our very first Giving Day
- we offered Zoom sessions to explain more about what the role included and how it would make a difference in our community
- We explained the different activities that they could undertake as an ambassador, such as sharing their testimonial, becoming a founding member of the new online platform or offering their feedback
- 100% Conversion rate



Dear [[first_name]]

Despite these unprecedented times, we at Bishop's Stortford College remain dedicated to bringing together the College community however we can. To this end, we will shortly be launching The Stortfordian Foundation, a new initiative for all of us who have a connection to Bishop's Stortford College.

As an important and already active member of the College Community, we recognise your support over the years. Our new Head, Kathy Crewe-Read, would therefore like to personally invite you to become an Ambassador for the Stortfordian Foundation ahead of its launch.

Engaged Ambassadors will be the lifeblood of the Stortfordian Foundation and are key to the success of our ambitious goals. With your help we will move closer to the future of our educational and life-empowering mission.

Please click the red button below to watch our short message to you and learn more about our plans.



How our ambassadors played a role in the launch of our new Foundation

- Our ambassadors were first on the scene of our new online community, to share their feedback and to make the platform feel more lively ahead of our general launch
- They helped us to prepare in a variety of ways, such as signing up as mentors, volunteering as club admins & sharing their thoughts on the forum
- They also shared the platform with their networks and encouraged others to sign up



When do we use them now & how we cultivate the relationships

- We ran our first Giving Day last week, and our ambassadors stepped up to help us, not only by donating, but also sharing the word and rallying their networks to get involved!
- We asked our ambassadors with a special connection to the College to share their answers to a few questions:
 - What does Bishop's Stortford College mean to you?
 - In what ways did Bishop's Stortford College influence your future?
 - Why is supporting Bishop's Stortford College and the Stortfordian Foundation important and why might you encourage others to get involved as a volunteer or donor?
- We then used their answers in our promotional activity leading up to the giving day, such as emails and social media posts



Dear [[first_name]]

I can hardly believe Giving Day is almost upon us!

We have been really busy here at Foundation HQ preparing social media communications, emails and videos in readiness for our first ever Giving Day.

You may have seen some posts and emails already and the frequency will rapidly increase as we reach Thursday.

Hello from Athens, Greece

Deborah Eleftheriou

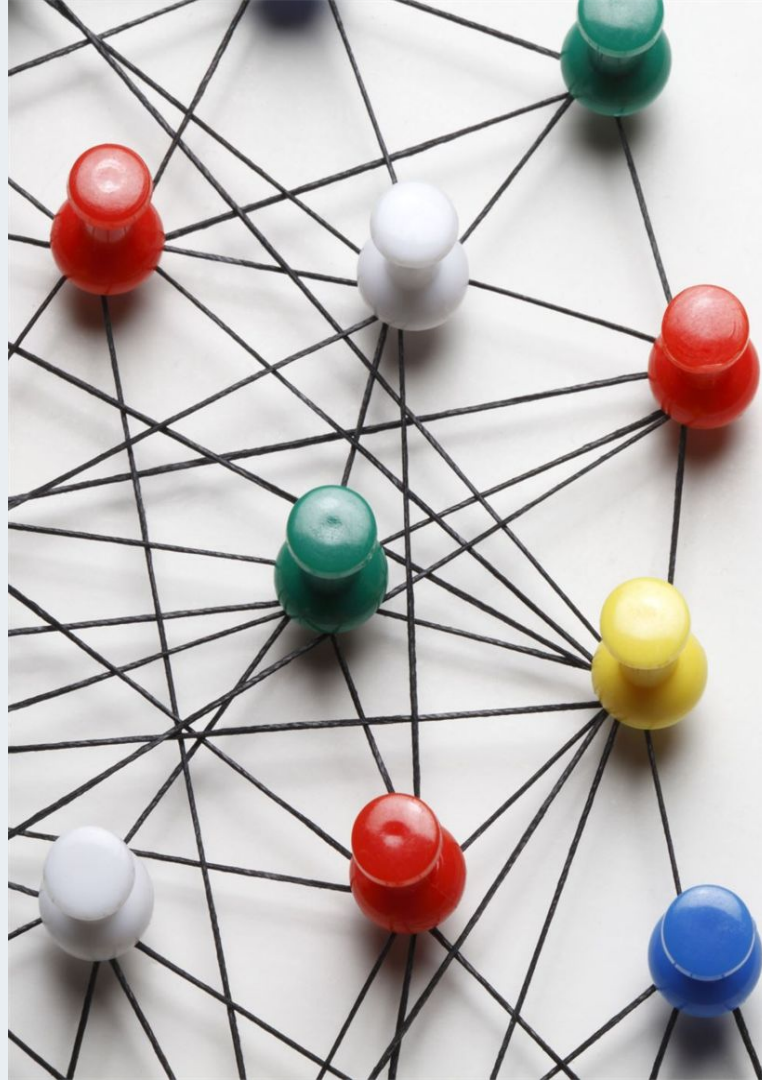
Two hats – Head of Development/ Company Secretary to the Board of Trustees at St Catherine's British School, in Greece.

35 years in the public relations, events management and hospitality industries has set me up for where I am today and so glad to be here. My 15 minutes of fame is working in public relations for the British Royal Family and saying goodbye to that, to sail the seas as a Cruise Director. I am sure everyone in this room has a story!. I was fortunate to be in the right place and time to be part of setting up the Development Office at St Catherine's and the launch of the first Capital Campaign 3.5 years ago to raise funds for a new Upper School building & Sports Complex. It has been an amazing ride so far!



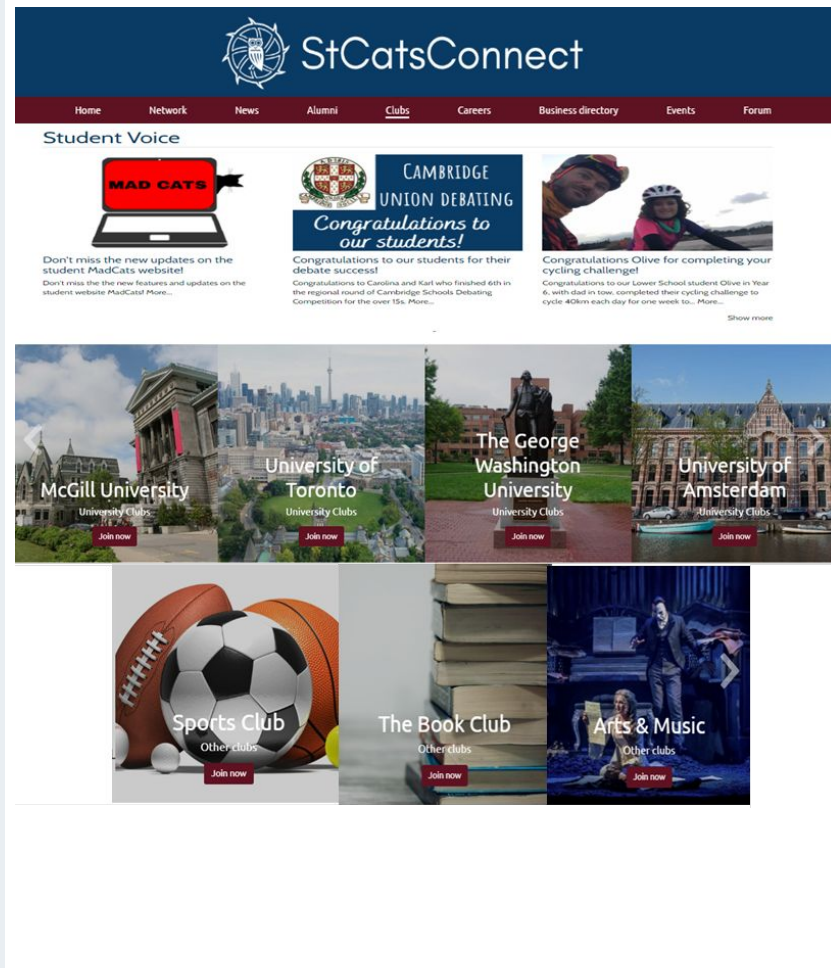
Why did we move from alumni only to our whole community?

- To create a community
- Alumni engagement /student journey
- All stakeholders to play more than one role
- To highlight whole school, recognise staff and students
- Market our school
- Build a culture of Philanthropy



Senior Students

- **IB Strategy** starts at Year 11 and earlier about the importance of alumni and giving back in St Catherine's
- CAS projects – **Peer2Peer** comms – alumni and StCatsConnect ambassadors; student voice; assemblies
- Easy access to **e-mentoring** with alumni, parents and staff
- **Join mini communities** (parent consent) (sports, books, arts, music, universities) and network early
- Opportunities for internships and **careers** and networking all the way! Exclusive community



Staff & Governors

- **Staff** well-being at the centre of our focus. Whole school is more difficult as we have grown
- A place for our staff to connect, keep updated, share news and events and so much more!
- Staff Notice Board for events....
- The Management can join the staff
- **Governors** always on the outside looking in
- Introduced 'Curriculum Links' engage with staff
- A chance for them to share their knowledge and network
- **Alumni Governor**



We welcome the new staff into the St Catherine's family!

On behalf of all the management and the staff, we would like to extend our warmest welcome and good wishes to our new staff this year! More...



Good luck to our long serving staff. Happy Retirement!

The end of term saw many celebrations of 'farewell' in the classrooms and around the school for our long serving staff retiring this year. We wish th... More...



Vasilopita cake at St Catherine's

Vasilopita Cake was celebrated in a different way this year for St Catherine's staff due to the current circumstances More...



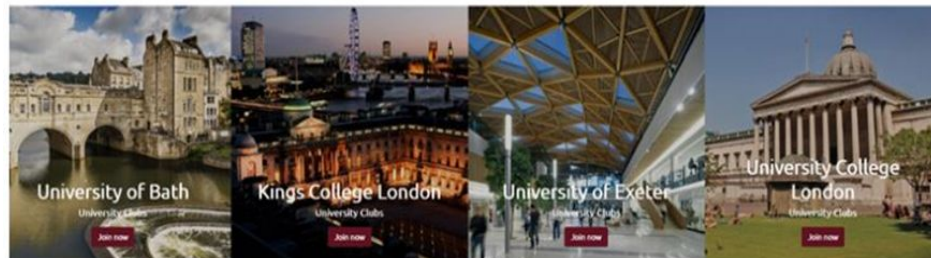
In memory of a special former teacher Ms Dizzy Howard, MBE

We heard yesterday the sad news of the passing of Dizzy Howard, MBE, a much loved and cherished Lower School teacher at St Catherine's who retired aft... More...

Building relationships and engaging at every corner!

- **Mini communities** – endless opportunities to engage. Can be what you want it to be!
- •Based on interests, location, industry, professions and passions
- •Every group has a feed to **encourage a conversation** and networking (imagine parents, staff, governors, alumni and students with the same passion)
- •Opportunities to **be an admin** and lead your field
- •To name a few: Universities; Sports; Arts & Music; The Book Club; Foodies.....

Universities



Career Groups



Moving the gatepost on e-mentoring & Careers

- **Giving back in the best way!**
- **E-mentoring** with access to the whole community
- E-mentoring senior students
- Attend **careers days**, virtual events, showcasing their achievements to share with our parents, showcase the school and great staff
- **How we can give back as a school?**
 - **Networking** opportunities for our alumni
 - Promoting and posting jobs, internships
 - Alumni Biz in our Hub
 - Encourage our community to post **career opportunities**
 - A space for alumni to post their **CVs**
 -



Fundraising platform to showcase our development projects!

- Build a Culture of Philanthropy
- Share Development in entirety not just building
- We do so much, not we can start showcasing what we do....
- Volunteer programmes
- Not just to give, but how we give back as a school to recognise staff/students
- There are opportunities to donate to bursary funds, capital projects and local charities
- Prospective parents and staff
- Our platform keeps fundraising momentum and motivation high, and helps us to steward our donors by providing engaging touchpoints between donations

Virtual tour to the new Upper School building



Upper School Building Photos



Hello from Sussex, UK

Michelle Cruickshank

Alumni Relations Officer at Institute of Development Studies, located in the UK.

Michelle is an experienced Alumni Relations Officer with a history of working in the not-for-profit sector. During her 7 years in role at the Institute of Development Studies, she has been instrumental in engaging an international alumni base, with over 1,600 online members and over 2,000 visitors to their alumni platform every month, as well as developing their hugely successful mentoring and ambassador programmes.

Postgraduate degrees



For more information visit ids.ac.uk/learn



What is the IDS alumni ambassador scheme?

IDS Alumni Ambassadors are volunteers who work closely with IDS to improve alumni services, organise events and reunions as well as providing important networking opportunities.

We have volunteer ambassadors in 37 countries and counting!

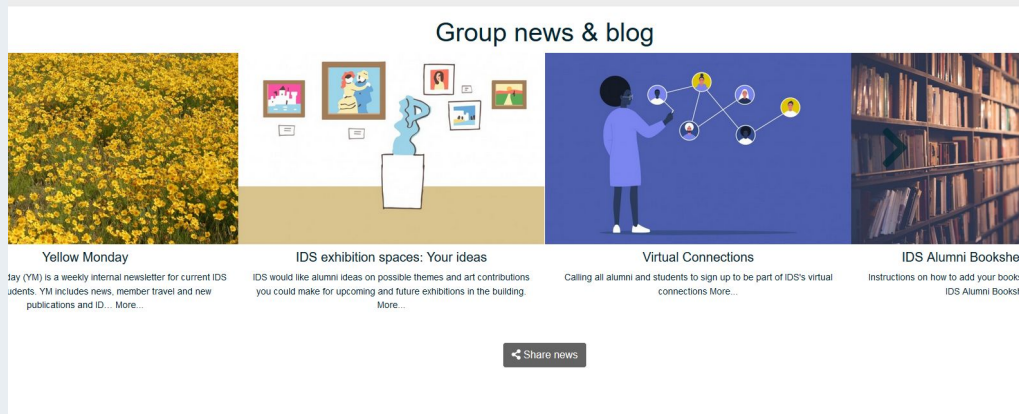
What's the process to become an ambassador?

1. Expression of interest form / active recruitment
2. Chat about role and role details sent
3. Signed volunteer agreement and code of conduct
4. List of alumni sent
5. Email to local alumni sent
6. Regular updates
7. Yearly check-ins (hotspots only)



How we maintain momentum

- Once a year check-in
- Once a year update details
- 3 or 4 events from alumni relations office
- Alumni fund
- Alumni Advisory Committee
- Weekly newsletters
- Leverage connection opportunities



Group Resources

2019 IDS Alumni Ambassador Role

"I am happy for you to share my general data with the IDS Alumni Ambassador for my current country of residence"

What impact has our ambassador programme had?

We have ambassadors located in 37 countries around the world, who are the first point of contact in their country of residence for students (current and prospective), IDS alumni and IDS staff.

	Current Country in Top 10 Hotspots (with an ambassador) 15 Nov 2021	All alumni (30 Sept 2021)
Member of alumni network website	46%	40%
Volunteer as a mentor or advisory committee member	15%	9%
Donor (in current FY)	0.05%	0.03%

How has ToucanTech helped us to run our ambassador programme?

- Custom forms for potential ambassadors to share their expression of interest / in active recruitment
- Database holds conversations and documents
- Explicit consent from alumni to share with ambassador
- Easy reports for sharing regular updates of data
- To-do list for yearly check-ins
- Web page for alumni/students/staff to find and communicate with ambassadors
- Events page for promoting local events



Find your Ambassador

Use the continent links listed below to narrow your search:

- [Africa \(excluding North Africa\)](#)
- [Asia](#)
- [Europe](#)
- [North America](#)
- [Latin America](#)
- [Middle East and North Africa](#)
- [Oceania](#)

Africa (excluding North Africa)

CAMEROON

Yaounde, **Nicoline Nwenushi Tumasang Wazeh (MAGen28)** wazehwanico@yahoo.co.uk or [connect/send a message](#)

Any questions?



**Britt
Ellice**



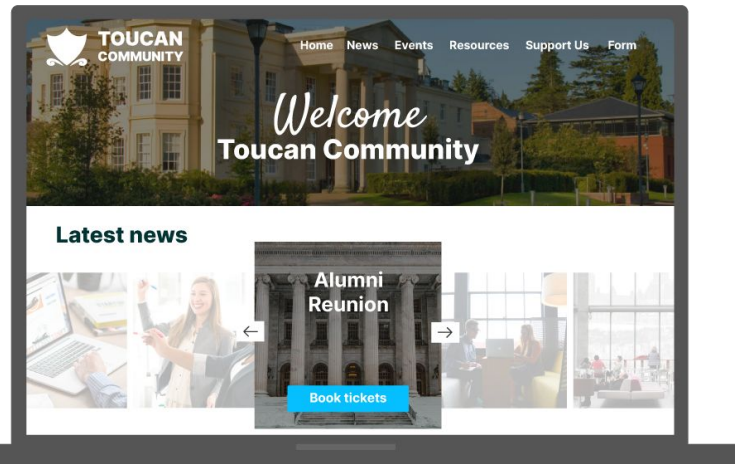
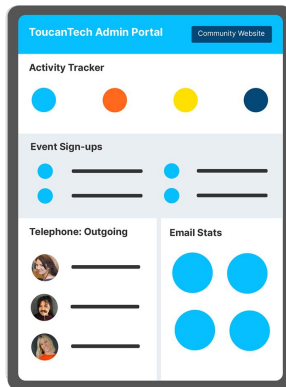
**Deborah
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About ToucanTech

ToucanTech is an all-in-one database, website & comms system designed for development teams, fundraisers & community managers. Choose a public website or private portal, combined with a powerful database, email engine & events management system. Manage all donor & alumni relations in one place, helping to save time, increase efficiency & boost engagement.



Any questions?

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