Q&A: Engaging SLT, School Staff & Other Stakeholders

Watch the webinar here: <u>https://youtu.be/OOwL0MAmHdQ</u>





Q&A: Engaging SLT, School Staff & Other Stakeholders

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Hello!

Rachel Hadley-Leonard

- Background in education, marketing & fundraising
- Teacher & Senior Leader- Maintained & Independent Schools
- Marketing in industry John Lewis, AbA etc.
- Charity fundraising
- 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
- Judge for Times Educational Supplement (TES) Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards
- Professional Mentor
- Independent School Governor



The Mystery of the Development Office

- Sorry, who are you?
- So, what do you do all day?
- Remind me why we need you?
- How much have you raised?





Q: How can I get teaching colleagues interested and involved?

- Explain who you are and what you will be doing a regular slot at staff training days/INSET
- Explain how development will benefit them mentoring, careers, funding
- Involve in event planning and invite to events
- Encourage colleagues to tell you stories about your alumni/alumni archive material
- Feature long-serving colleagues in alumni newsletters
- Find out and use their skills from proof-reading to music to video creation
- Make time to go to the staff room at break/lunchtimes



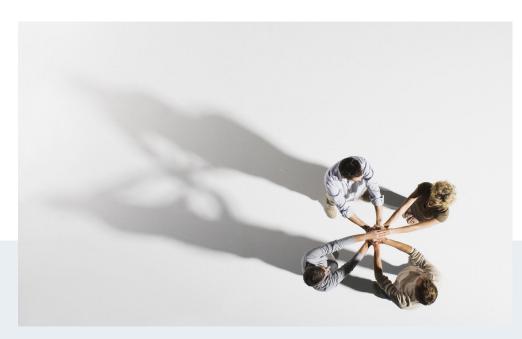
Q: How can I create Head/SLT/governor buy-in?

- Involve in strategy writing
- Share key documents:
- Research
- Benchmarking
- CPD feedback
- Involve in creating KPIs
- Present at least annually
- Share database insights
- Invite (and expect) governor/trustee attendance at development and alumni events
- Send governors/trustees on relevant courses
- Invite key governors/trustees onto Fundraising Board



Q: How can I involve the governor/s with responsibility for Development?

Shadowing



Q: How can I convince the Head he needs to get involved?

'Data shows that when the head spends 5-10% of their time on fundraising, the average gift more than triples compared to where time spent on fundraising is less than 5%'

(Schools Fundraising and Engagement Benchmarking Report | 2018 IDPE Graham Pelton)

Q: Which benchmarking reports should I use?

- ToucanTech UK Schools Report 2020
- Schools Fundraising and Engagement Benchmarking Report 2018 IDPE Graham Pelton



Schools' Fundraising and Engagement Benchmarking Report 2018





Q: How can I create a culture of philanthropy?

- Build on existing charitable ethos
- Build into the school's enrichment Programme
- House & whole school assemblies
- https://www.youtube.com/watch?v=oGX_CxRITfQ
- Sixth form philanthropy prefects
- Celebrate donors with donor reports & events



Q: How can I involve the whole school in strategy writing?





Q: How do I prove what I am doing... and that I am doing it well?

- KPIs
- Database insights
- 'Connect' platform engagement
- Wider community engagement
- Benchmarking reports
- Regional meetings
- Regular updates
- Dashboard reporting
- Pipeline movement
- Income!



Q: How can I share CRM database insights?

- Key dashboard/stats reporting
- Comms examples
- Platform engagement
- Pipeline movement
- Activity tracker





Key performance indicators

a measure of success, not a stick to beat you with!

'Hard' indicators e.g.	'Soft' indicators e.g.
Philanthropic income (split by campaign/type of gift)	Alumni engagement (non measurable)
Number of donors	Alumni satisfaction
Number of events	Community feedback
Number of volunteers	Staff engagement



Q: How can I manage expectations?

The biggest issue for new offices

The problem

- Unrealistic expectations
- Misunderstanding the role/purpose
- Apples and pears

The solution

- Feasibility studies
- Commonly agreed targets
- Comparable benchmarking
- Regular feedback
- Governors/trustees on Board



Managing expectations

2.3 years

Don't be a statistic!



More questions?

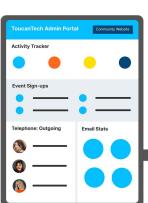
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About ToucanTech

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 - <u>hello@toucantech.com</u> <u>www.toucantech.com</u>

