

Australia & New Zealand School Showcases

A selection of snapshots of thriving **online school communities** and fundraising teams from schools in Australia and New Zealand



Powering alumni communities and fundraising activities

Schools in Australia and New Zealand are creating alumni communities that give back, with a powerful global network to assist with careers, fundraising, and mentoring.

In this booklet, you'll find snappy case studies from schools and higher education institutions in Australia and New Zealand, who are making an impact and bringing together their communities. From tips on alumni reunions, to giving challenges, these showcases offer inspiration and practical advice to create thriving communities that give back.

Educational institutions in this booklet are using ToucanTech to engage their global communities, through both a private portal and main school website, backed up by a powerful CRM and robust database to share the latest insights.



"Community engagement and fundraising are necessarily interdependent. We were looking for a product that could do both and we came across ToucanTech. We are now engaging more comprehensively than ever with tangible uptick in our funds raised. We've also been able to retire four legacy applications that are no longer required."

John Groom

Director of Advancement
Hutchins School
Tasmania, Australia





Loreto Normanhurst

About Loreto Normanhurst

Loreto Normanhurst, an independent girls school based in Sydney, Australia, launched their first online alumnae community in 2021, to connect their global network and provide opportunities for them to give back. Their exciting new platform, powered by ToucanTech, has already attracted over 800 sign ups, and is a hub for alumnae to engage in careers, events, networking and more.

Year Group Appeal

To kick off the launch of their new community, the Year 12 Student Bursary Committee challenged the Ex-Students Association to match the first \$1,000 for the first 50 Alumnae Year Groups who raised \$1,000. Year groups donated online via the alumnae website, and could register their interest to join through a form on the challenge campaign page.

The challenge was extremely engaging, as year groups were able to track their own headway through a target bar on the website, and also view other year group's progress! They were sent regular encouraging emails and social media posts by the Loreto Normanhurst Community Engagement team.

After initial launch, the challenge was taken up rapidly by a number of year groups until more than 35 challenges were running. They have had alumnae donate as part of this initiative, with an impressive quadrupling in participation on their previous year. The total raised by alumnae was \$49,692, with a further donation of \$27,000 by the Ex-Students Association given through matched funding.

Loreto Normanhurst Community Stats



Launched alumni network with ToucanTech: **2021**



800 online members



\$76,000 raised by alumnae for their bursary fund



7,000+ monthly reads of their news stories

The winning year group was the class of 1983, who raised a fantastic \$5,140, with the Class of 1988 coming a close second with \$5,100 raised. A special mention was given to the class of 1975 for their pledge to support an indigenous student for 6 years of their education. This is an inspirational example of how a small number of alumnae can make a huge difference in the life of a current student.

To promote the Year Group Appeal and reach their wider school community, they published the full annual giving campaign proposition on both their new main school website and the recently launched Alumnae community site, the Normo Network.



Sharing donor impact

As this campaign attracted many first-time donors, it was important to share the ongoing impact that bursary fundraising has on the students at Loreto Normanhurst. With their new alumnae platform, they shared impact stories on their news page, from scholarship award announcements to lockdown activities that help the wider community. The story which shared testimonials from previous bursary recipients and their journey after Loreto Normanhurst was pushed out to over 5000 members of our community!

Not only did this challenge along with Annual Giving appeal result in their best year for bursary fundraising yet, but it was also a great way to engage alumnae and drive traffic towards their new site. Since launching in May 2021, over 800 alumnae have registered to network with one another, hear more about the school and learn about fundraising opportunities.

Cracking alumni giving is an impressive feat – this is just the beginning of alumnae fundraising for Loreto Normanhurst and their continued engagement through events and online activities will help to build a culture of philanthropy that will support the school for years to come. We hope that their new platform will support them in inspiring giving, and supporting both the existing alumnae network and current & future students of Loreto Normanhurst.





Churchie Old Boys' Association

About Churchie Old Boys' Association

The Churchie Old Boys' Association, the alumni network of the Anglican Church Grammar School located in Brisbane, Australia, was formed in 1917 by an initial committee of 11 Old Boys. They wanted to offer support to the school and maintain fellowship amongst the Old Boys, and more than a century later their alumni community is still thriving and offers support to its members and the school through networking and mentoring.

They launched a new online community in 2021, affectionately nicknamed 'COBweb' by its members, to make it easier for members to come together and interact. Over 2,000 community members have already joined - with an average of 50 new members joining each month. Their new platform hosts several opportunities for alumni to engage wherever they are in the world, including a business network, dedicated careers area, and groups to join.

Creating opportunities for businesses

The business directory is a great way to find alumni owned and represented businesses, with listings ranging from financial advisers to film production companies. Any member of the OBA network is welcome to list their business or the business they represent for free, which is an excellent perk to encourage new members to join. They have also received sponsorship for their directory from Old Boy and school community businesses.

Churchie Old Boys' Association Statistics



Launched alumni network with ToucanTech: **2021**



2000 online members



13,000+ monthly email opens



1,300+ monthly views of their news stories published on their site

Generating content from community members

Alumni are keen to hear updates from both the school and other alumni; their news articles reach over 1700 monthly views. The team at the Churchie Old Boys' Association were delighted recently to receive a news story submission from one of the Old Boys who shared his recent success in winning the 2021 National Bionics Innovation Prize. He submitted his article through the 'Share a story' function which was then approved and published by an admin; encouraging community members to share their experiences is a brilliant way to generate content and learn more about them.



Making it easy to connect

At the heart of their online community are thousands of alumni who want to get back in touch with one another or find new connections, so making it easy to find one another and start discussions is an important role of the platform. Their general forum, where alumni have started to leave well-wishes for alumni competing in sporting events, and to remind members about upcoming reunions, is a great example of this. They have also created 6 cohort groups having over 50 members for industry networks, tertiary institutions, locations and year groups. These clubs, which can be run by volunteer club admins, make it easy for those with common interests to connect and receive tailored updates.

Contacting their whole community

As well as their online community, ToucanTech offers an easy way for the alumni team to contact their members – both online members and offline – via email. With a 99% opt-in rate to receive comms, the Churchie OBA have shared notices about upcoming events, and used tailored emails to launch their new community.

“ToucanTech offers an impressive suite of well-designed interactive features, all in one easy to use customisable online platform. Moving to ToucanTech has enabled us to consolidate multiple digital offerings and strengthen our alumni engagement opportunities for maximum effect. Their industry knowledge, combined with their professional and personable approach, is unparalleled. I thoroughly recommend this wonderfully supportive and responsive team.”

David Miles,
Churchie Old Boys’
Association Manager

They have also created ‘Viking Spirit’, a monthly e-newsletter, which includes promoting reunions and sharing exciting alumni sports updates, as well as links to new stories on the website to encourage members to log in and read.

New Viking Wellbeing initiative

The Viking Wellbeing initiative is an emotional health care-service that is accessible to Churchie Old Boys, and indeed the whole Churchie community, to help deal with increasing social and professional pressures.

A confidential counselling service is offered to Churchie Old Boys and their families, and they can rely on this service to assist overcoming emotional and mental challenges. This is an excellent and important initiative that will no doubt help many members of their community. The Churchie OBA has always been instrumental in creating a sense of belonging amongst its Old Boys to create an incredibly supportive community. The Viking Wellbeing initiative embraces and espouses that philosophy.

What’s next for the Churchie Old Boys’ Association?

With such a historic and engaged alumni community, the opportunities for the Churchie OBA network are endless. They have recently started using their ToucanTech platform to engage their 2021 leavers, with 90% of their graduating class registering for the alumni platform already! Their success less than a year after their launch is indicative of the strong connection that their alumni feel towards their alma mater, and we’re sure they will continue to grow and offer new ways for their members to engage.





St John's College, University of Sydney

About St John's College

St John's College, a residential college in the University of Sydney, is the second oldest college and is home to over 250 undergraduate and postgraduate students each year. Over 10% of St John's College students come from overseas, so an online community is essential keeping in touch with their global alumni network. They launched their first online community in November 2020 and have since had over 450 sign ups to the platform, powered by ToucanTech.

The online community is a celebration of their alumni achievements, as well as a place for alumni to connect with one another, access the mentoring programme, join clubs and read the latest updates from the college.

New 'Where are they now' alumni profile series

To celebrate 20 years of women attending St John's College, they have launched an alumni profile series. Their first series is focused on the proud alumnae of the college, with former students from 2002 to 2018 sharing their experiences and career paths. From starting an independent swimwear business, to being awarded an MBE for services to the environment, St John's College alumnae have had illustrious and fascinating careers and it's great to see them celebrated.

The news page of the alumni portal is a wonderful way for alumni to hear the latest news about their alma mater, sharing updates on both the current school and alumni network. In their latest update, they shared an inspirational story on the two St John's alumni who won gold at the Tokyo Olympics, plus a great video from their virtual open day, which had over 100 attendees from all over Australia.

St John's College Community Stats



Launched alumni network with ToucanTech: **2020**



450+ online members



3,000+ monthly email opens



13,000+ views of news stories published on their site

What's coming up for St John's College?

The team at St John's College are also making great use of galleries to house alumni images past and present and running active fundraising campaigns and events. Their online alumni community is already a hive of activity, packed with content and new members joining every month – we can't wait to see what this community can achieve over the next year!



"We have been very impressed with ToucanTech and the functionality of the portal. The integrated forms, news, email engine, events system, groups, mentoring, payments and branded app is a complete CRM solution for engaging with our alumni and supporting our philanthropic goals. The support team is very responsive and helpful and having a friendly, knowledgeable, local ToucanTech support person in Sydney is a definite bonus."

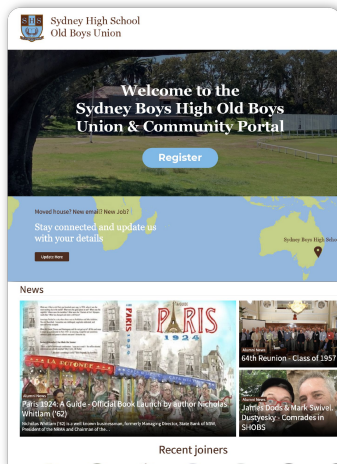
Sanchia Osborn

Associate Director of Philanthropy and Alumni Relations,
St John's College (within the University of Sydney)

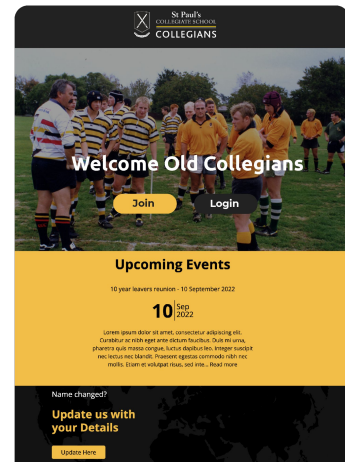


How are educational institutions around the world using ToucanTech?

Managing alumni and fundraising using one connected website, database & CRM



Sydney High School Old Boys Union
New South Wales, Australia

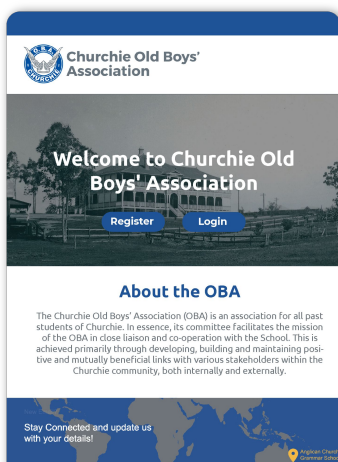


St Paul's Collegiate School
Hamilton, New Zealand

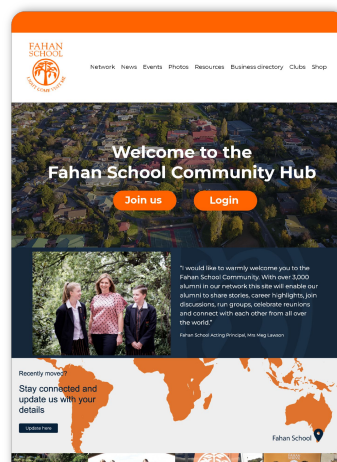
"It took 9 months reviewing over 60 products before I settled on ToucanTech. As a comprehensively integrated SaaS platform, I am able to manage our contact database, communications, membership fees and donations, community groups and online store plus more I am getting to in time. Most importantly the after sale support has been exemplary in both ideas, design and technical support. Do yourself a favour and speak to ToucanTech."

Paul Harapin, President, Sydney High School Old Boys Union

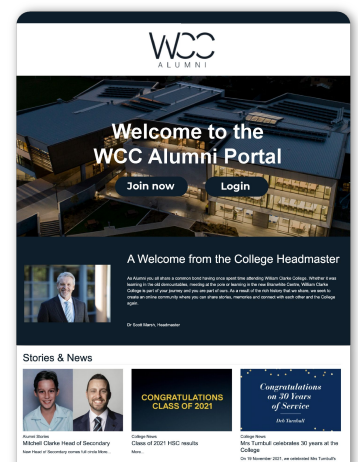
Powering alumni engagement through communications, events and a private community hub



Churchie Old Boys' Union
Queensland, Australia



Fahan School
Tasmania, Australia



William Clarke
New South Wales, Australia

How are educational institutions around the world using ToucanTech?

Choosing a whole school advancement solution

Loreto Normanhurst manage their main school website, admissions, philanthropy, alumnae and parent communities using customisable platforms.

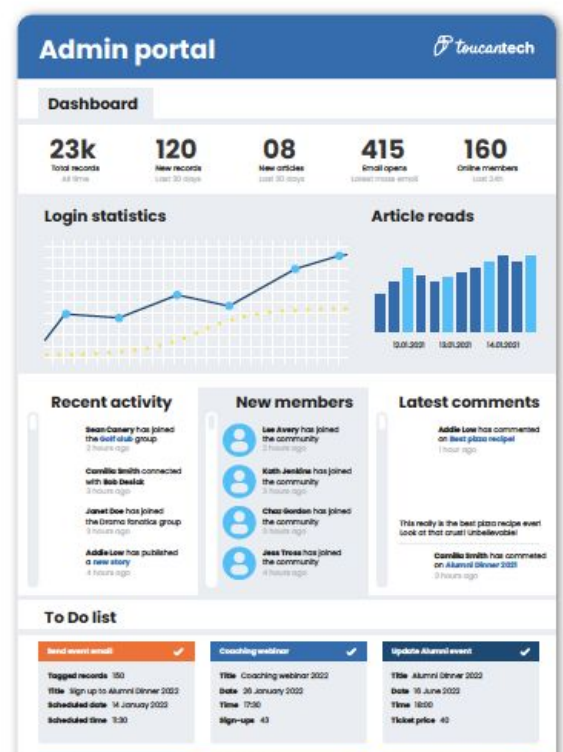


"We've chosen ToucanTech as our new fundraising and comms software for the development team at Queenwood. We've been impressed by the range of features and the ease of use, as well as the support we've received from the ToucanTech training, design and data teams."

Paul Dennett, Director of Development, Queenwood School

Powering alumni engagement and community fundraising across two sites, powered by one underlying database/CRM

St Margaret's School (Queensland) and Trinity Grammar School (New South Wales) are using ToucanTech to power their community fundraising and alumni network, using one database to store data in one place and draw insights on engagement, donations, and community networking.



About ToucanTech



ToucanTech is a **community software** used by schools, companies and charities for marketing, membership, alumni, careers, and fundraising activities. Combining a flexible **website** and powerful **database/CRM**, it's an easy, all-in-one system.



Database

Import, filter, update and merge record, create custom fields, forms and admin permissions



Community

Connect your members on a branded network with privacy controls and mobile app



CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails



Groups

Set-up club pages where admins can manage their own members, discussions, events



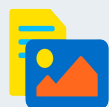
Email

Design and schedule newsletters, view stats, remove bounced emails, manage unsubscribes



Fundraising

Process donations and tax relief, set up funds, reconcile payments, run reports, steward donors



Resources

Upload photos, documents, magazines – tag, categorize, share and track downloads



Careers

Run a mentoring system, post jobs, publish careers guides, promote business networking



News

Publish articles, videos, and other content – track views, tag people, share on social media



Events

Manage your events (online or in-person), invites, reminders, seating plans and ticketing

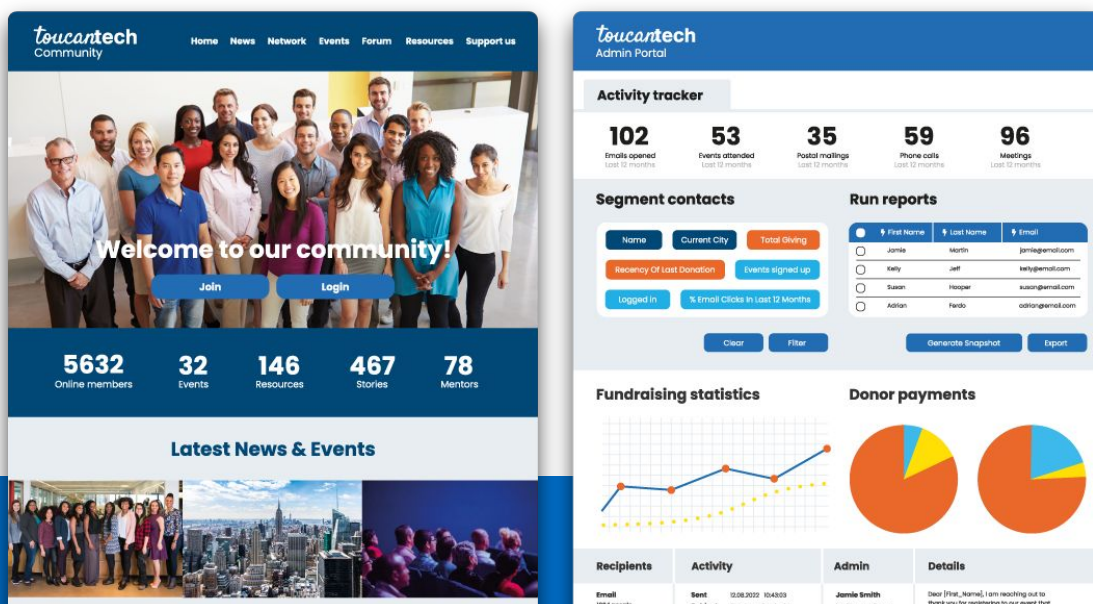


Find out more about ToucanTech

Get in touch to hear how the development & marketing system can work for your school

"Not only does the ToucanTech CRM solution enable you to engage your community in an easy, flexible and effective way that suits your audience, the positive impact on the home team, especially one lean on human resource, should not be underestimated. There is an awful lot to do in this job and ToucanTech is saving us a lot of time – from Day 1 of going live, it made us a more productive and happier office!"

Nick Smith, Head of Development, Churcher's College



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**.

To get in touch, visit us at toucantech.com/pages/demo

