

# Watch the webinar:

<https://www.youtube.com/watch?v=9Y5dyNtokz4&t=1s>



JULIET CORBETT CONSULTING



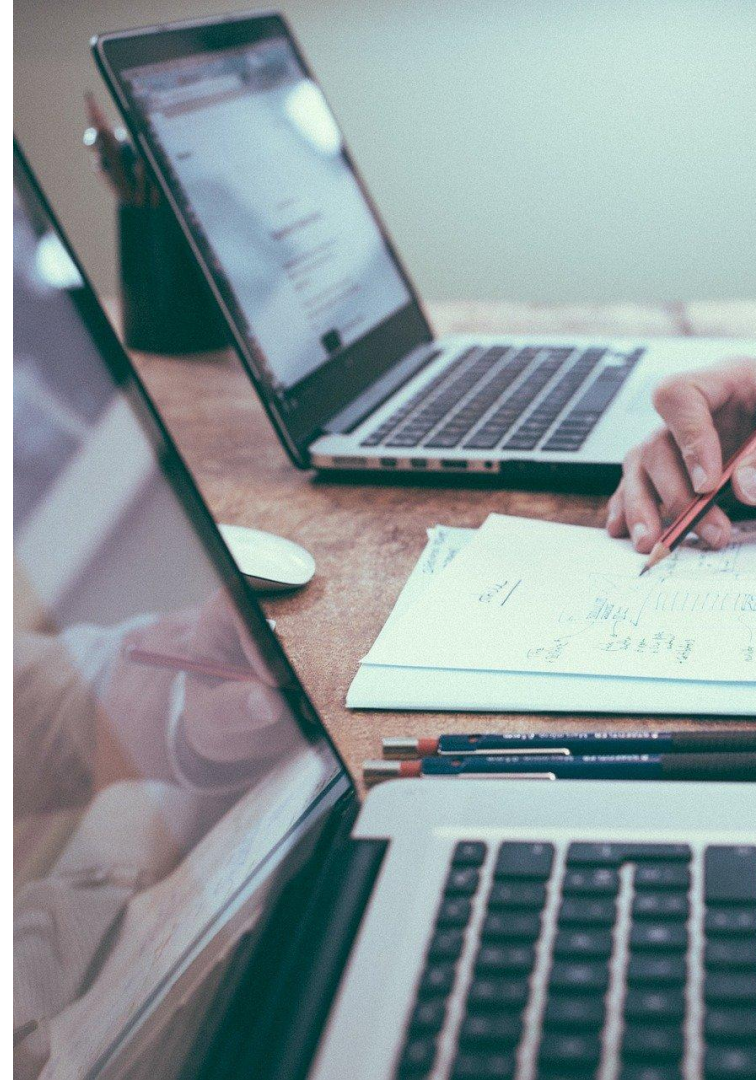
# Running a bursary programme

A whole school effort

# Bursaries programme: A team effort



# Are you being drawn into doing too much?



# A whole school bursary programme

**1. Three key elements of a bursary programme:**

- Finding
- Funding
- Flourishing

**2. Gaining buy-in from other departments**

**3. Seamless journeys for recipients and donors**





# 1. Three key elements of a bursary programme



# Three key elements

## 1. Finding

- Marketing to increase the number of bursary applications
- Running the bursary application and selection process, including means testing
- Induction journey for recipients and their families

## 2. Funding

- Fundraising for bursaries, including donor stewardship

## 3. Flourishing

- Ensuring bursary recipients thrive
- Inclusive school culture
- Facilitating collecting impact data and testimonials



# What goes wrong?

**Successful fundraising relies on successful finding and flourishing.**

**For example:**

- Donors want to see awards being made to those who will benefit the most
- Impact reporting to donors relies on data demonstrating flourishing

Development Offices are the **representatives of donors on campus... Development staff do it all?**





# Splitting remits and securing resources

## 1. Finding

Marketing, Admissions and Finance departments

## 2. Funding

Development Office

## 3. Flourishing

Pastoral team

**Head and senior team provide leadership for all areas**



## 2. Gaining buy-in from other departments



# Educating senior leadership

**Don't assume senior leaders and governors know best-practice finding, funding and flourishing**

**Time and resource are always tight!**

**A strategic bursary programme needs to:**

- Ensure finding, funding and flourishing are all resourced appropriately
- Set clear remits and responsibilities
- Set bursary KPIs for each department



# Inspire internal buy-in

**Apply your fundraising knowledge to the process of inspiring other departments:**

- Tell stories of transformational impact on young people
- Anticipate and proactively overcome objections
- Thank people and keep them informed of progress

**Some people will be more transactional than others – be ready to negotiate!**





# Strategic collaboration

**Get sign-off on your Development Office strategic priorities and communicate them to other departments**

**These strategic priorities form your boundaries – if you're being asked to step beyond these say 'no' with confidence**

**Stick to your priorities in the day-to-day to deliver on the funding element of your bursary programme**





# Other resources

## For more on these topics see:

- 'Demystifying fundraising strategy' ToucanTech webinar
- ['The art of saying no' The Independent School Podcast](#)
- 'Building your fundraising strategy into the day-to-day' ToucanTech webinar



# 3. Seamless journeys for recipients and donors



# Putting recipients and donors at the heart

Create seamless journeys by:

- Smooth cross-departmental collaboration
- Have a single 'owner' of an applicant, recipient or donor, and then hand over carefully
- Consistent data capture and storage



# In conclusion

1. **There should be clear remits in each department for who delivers the finding, funding and flourishing elements**
2. **Gaining buy-in from other departments involves inspiring others to help deliver a transformational bursary programme**
3. **Seamless journeys for recipients and donors rely on smooth collaboration and best-practice data management**





# In conclusion

## End result:

**Each individual and team has the capacity to deliver their strategic priorities**

**A smooth operation that puts recipients and donors at the heart of a successful bursary programme**

**More young lives transformed through access to excellent education**





# Any questions?

**The Independent School Podcast**

[www.consultjuliet.co.uk/podcast](http://www.consultjuliet.co.uk/podcast)

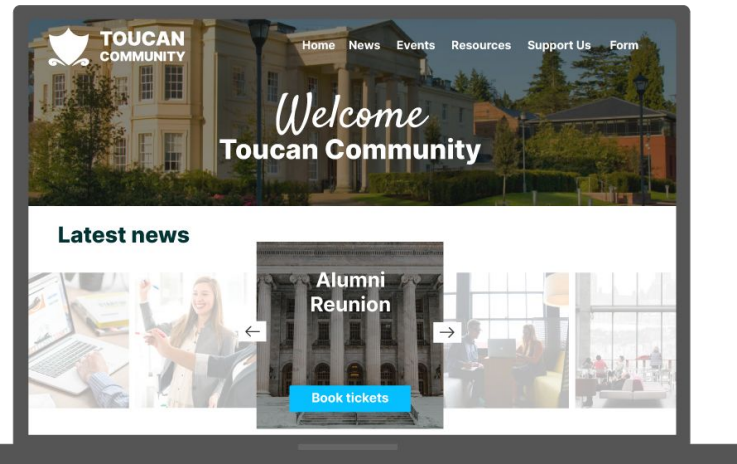
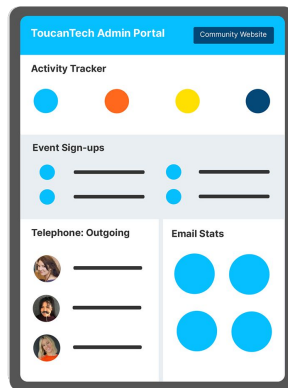
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# About ToucanTech

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?**

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