

# Giving back to alumni – It's a two-way street!

Rachel Hadley-Leonard – RHLConsulting



**Watch the webinar:**

<https://www.youtube.com/watch?v=rREdHHOGQCc>

# Hello!

- Background in education, fundraising & marketing
- Teacher & Senior Leader – Maintained & Independent Schools
- Marketing in industry – Retail and Service Industry
- Marketing & Development in schools – roles inc. Alumni Relations Manager, Director of Development, Marketing Manager, Head of Marketing, Schools' Development & Marketing Consultant
- Former Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)
- Charitable fundraising

## Currently:

- Independent Schools' Development, Alumni Relations & Marketing Consultant
- IAPS Consultant
- Professional mentor and coach
- Judge for UK Times Educational Supplement Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards



**Rachel  
Hadley-Leonard**

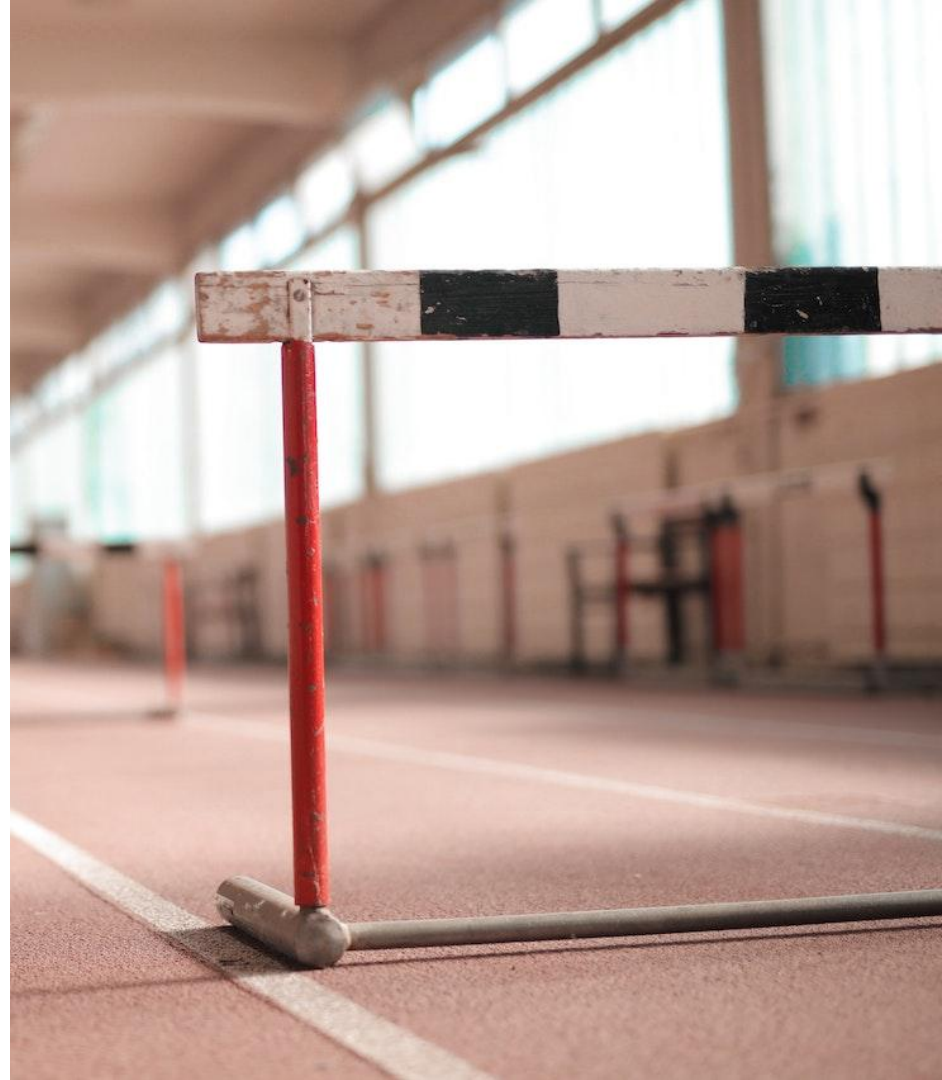
# Giving back to alumni – it's a two-way street

- How to celebrate giving and build a culture of philanthropy for future generations
- How to offer engagement programmes which will benefit not only the school but also its alumni community
- Sector examples
- Benefits of a two-way relationship



# Celebrate Giving – but first remove the hurdles

- It's ok to talk about giving back...and even money!
- Do your stakeholders know you are a charity?
- Do you have an audience with...? Are you hidden away?
- The cost of living crisis – Don't pretend it's not happening!



# Ten ideas for building a culture of philanthropy in your school

1. Awareness of your school as a charity
2. Enrichment/Extension/Community Programmes
3. House & whole school assemblies

<https://www.youtube.com/watch?v=Mlf-Em7dmvw>

[https://www.youtube.com/watch?v=oGX\\_CxRITfQ](https://www.youtube.com/watch?v=oGX_CxRITfQ)



# Ten ideas for building a culture of philanthropy in your school

4. Philanthropy prefects, committees or councils
5. Building on the existing charitable ethos of the school
6. Clearly articulate examples of benefits to the school and its alumni from a young age





# Ten ideas for building a culture of philanthropy in your school

7. Ensure CRM alumni platform sign ups for Year 7s/9s/11s/13s BUT, engage with them first!
8. Celebrate (visibly) donors of time & money with donor reports, events, badges etc.
9. Hold a Giving Day, BUT expect the community to give back in other ways too.
10. And finally.....awareness of what Alumni Relations is!!



# Creating whole school & governor/trustee buy-in

## Share

alumni stories, engagement, research, benchmarking & CPD feedback

## Demonstrate

how alumni and school benefit

## Ask

for help





# Creating whole school & governor/trustee buy-in

## Involve

in events, careers fairs, tours & visits, creating KPIs

## Integrate

Fight for Alumni Relations/Development to be on Leadership Team

## Invite

(and expect) governor/trustee/(staff) attendance at alumni relations/development events. Invite key governors/trustees onto Fundraising Board



# Demonstrating the benefits of engagement

Design programmes which offer benefits to BOTH parties

## Remember:

The benefits of giving back are different for every age group



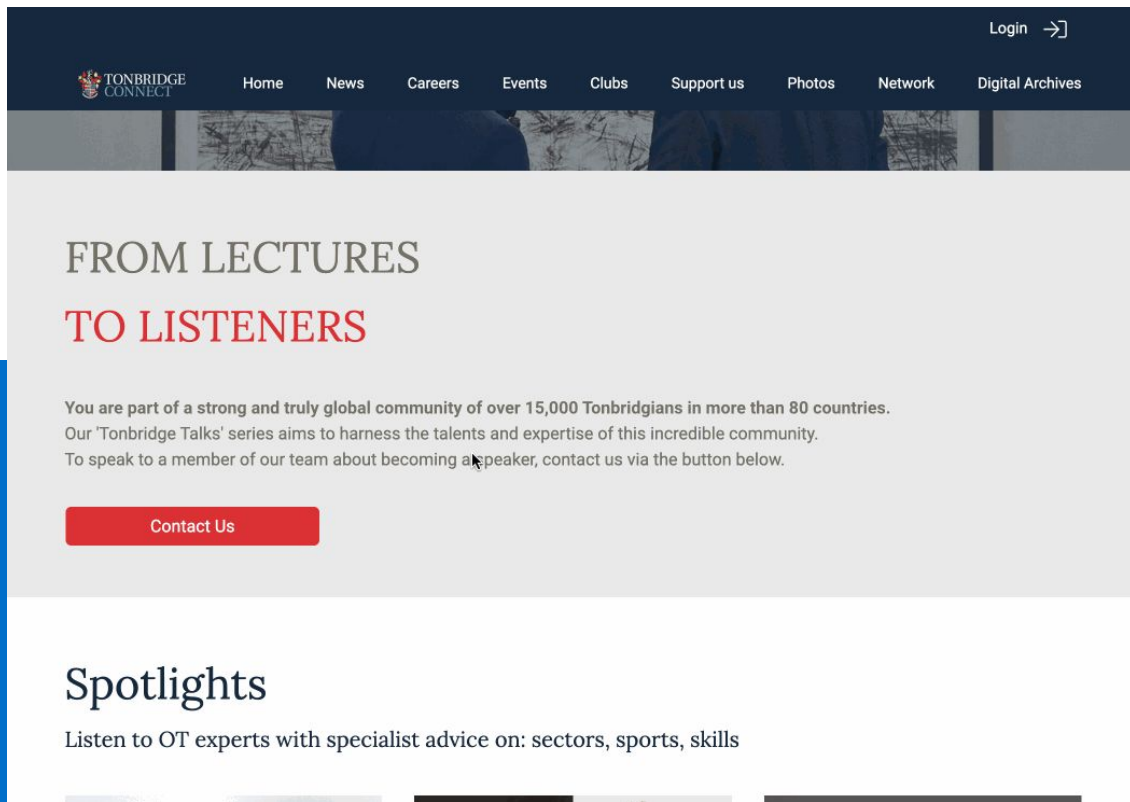
# Networking, Careers & Mentoring

Tonbridge – 'Tonbridge talks' series from Tonbridge community speakers, specialist advice on: sectors, sports, skills

[LINK](#)

## Benefits for alumni

- Own networking
- CV enhancing
- Qualifications



The screenshot shows the Tonbridge Connect website. The header is dark blue with the 'TONBRIDGE CONNECT' logo on the left and navigation links (Home, News, Careers, Events, Clubs, Support us, Photos, Network, Digital Archives) on the right. A 'Login' link with an arrow icon is also present. Below the header is a banner image. The main content area has a light grey background. It features the text 'FROM LECTURES TO LISTENERS' in a serif font, with 'TO LISTENERS' in red. Below this is a paragraph about the global community of over 15,000 Tonbridgians and the 'Tonbridge Talks' series. A red 'Contact Us' button is positioned below the text. At the bottom, there is a 'Spotlights' section with the text 'Listen to OT experts with specialist advice on: sectors, sports, skills'.

TONBRIDGE CONNECT

Home News Careers Events Clubs Support us Photos Network Digital Archives

Login →

## FROM LECTURES TO LISTENERS

You are part of a strong and truly global community of over 15,000 Tonbridgians in more than 80 countries. Our 'Tonbridge Talks' series aims to harness the talents and expertise of this incredible community. To speak to a member of our team about becoming a speaker, contact us via the button below.

Contact Us

## Spotlights

Listen to OT experts with specialist advice on: sectors, sports, skills

# Networking, Careers & Mentoring

Institute of Development Studies, part of the University of Sussex – alumni talk on leadership in global development and alumni blogs

## Benefits for alumni

- Writing/publishing experience
- Giving back
- Networking amongst bloggers


[LINK](#)

Visit the Institute of Development Studies website [www.ids.ac.uk/](http://www.ids.ac.uk/)

[Home](#) [News & Blog](#) [Events](#) [Network](#) [Mentoring & Advice](#) [Groups](#) [Photos & Resources](#) [Support Us](#) [Jobs & Opportunities](#)


[Login](#) →

## Alumni Blog: Perspectives, Provocations & Initiatives




### A three-pronged plan for COP27

Ahead of COP27 Suvojit Chattopadhyay (MAGov09) tells us the ambitious actions the world should take to start addressing the challenges of climate chan... [More...](#)



### Moldova and their forgotten struggle against Russian Occupation

Madeline McGrath (MADev14) discusses the history of Moldova and their forgotten struggle against Russian Occupation. [More...](#)



### How Dairy Farming Changes Rural Women's Lives

PhD student Kyumi Ahn tells us how dairy farming is leading to a change in the dynamics of gender roles in sustaining livelihoods and strengthening co... [More...](#)

[Show more](#)

## Share your story

Add your story to the Alumni blog using the link below or email [alumni@ids.ac.uk](mailto:alumni@ids.ac.uk) outlining your idea in no more than 50 words and we'll get



# Networking, Careers & Mentoring

[LINK](#)

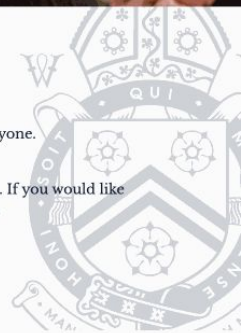


## EVENTS

A varied programme of events is organised for the Wykehamical Community. The Lecture Series is open to everyone.

Details on our forthcoming events are listed below with more information and a link to book easily, and pay online. If you would like more information on any of our events or to discuss an idea for an event please contact Kate Ross, Events Manager.

Please note you need to be a registered user to book and pay for events.



## FUTURE EVENTS



# Networking, Careers & Mentoring – A successful Partnership

[LINK](#)

## Benefits for alumni

- Own networking
- CV enhancing
- Qualifications

In order for the experience to be successful, it is important to take the time to build that rapport with a mentor and making the effort to show your commitment to the scheme.

## How to have a successful mentoring experience

Below are some of the characteristics and behaviours that contribute to bringing a more successful mentoring experience for all.

[Open all sections](#)

### A successful mentoring relationship

To develop a successful mentoring partnership, the relationship needs key attributes from both the mentor and mentee:

- Trust and respect
- Commitment
- Ongoing and effective communication

A successful mentoring relationship is a process of two-way learning that is 'student-centred' and steered by the mentee.

Mentor	Both	Mentee
<ul style="list-style-type: none"><li>• Offers support.</li><li>• Has relevant</li></ul>	<ul style="list-style-type: none"><li>• Trust and respect.</li><li>• Commitment.</li></ul>	<ul style="list-style-type: none"><li>• Takes responsibility.</li><li>• Demonstrates good</li></ul>

and roles

> **The mentoring relationship**

> Top tips for your mentoring application

< Back to 'Careers Mentoring'



# Creating or enabling corporate partnerships and networks

[LINK](#)

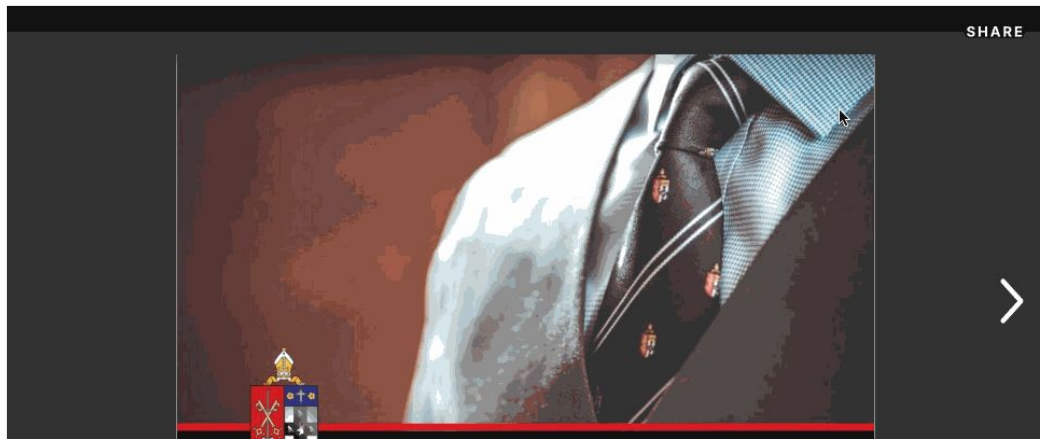
## Benefits for alumni

- Networking Advertising amongst target audience
- Growth of client base

### Corporate Partnerships

In these challenging times with regard to Government funding for schools, Bishop Vesey's Grammar School seeks to be proactive in generating new revenue streams to support the continuing 'inspiration and excellence' that the school provides.

We are aiming to develop a network of relationships with a number of Corporate Partners that will provide a mutual benefit for both partners and enrich the lives of our students.



# Creating a support/social network for older alumni

[LINK](#)

Solihull School

## Benefits for alumni

- Lessens social isolation
- Maintains connection to school



The screenshot shows the Solihull School Website with a dark blue header. The header includes the school's name, a crest, and navigation links: Community, News, Events, Photos, Support Us, Publications, Careers, Clubs, and Archives. A 'Login' button with a right arrow is also present. Below the header is a large photograph of a group of older men in suits seated at a long table with white tablecloths, set for a formal lunch. To the right of the photo, on a dark red background, is the event announcement for October 2023. The text includes the location 'The Silhillians Sports Club, Solihull', the date 'Wednesday 11 Oct 2023', the time '11:30 AM', and social media icons for Facebook, Twitter, and LinkedIn.

Solihull School Website Login →

SOLIHULL Community News Events Photos Support Us Publications Careers Clubs Archives

**October 2023**

📍 The Silhillians Sports Club, Solihull

📅 Wednesday 11 Oct 2023

🕒 11:30 AM

📱 🐦 🌐

## Event details

The next OSA Over 60's Lunch is planned for Wednesday 11 October 2023 at The Silhillians Sports Club.  
The bar will be open from 11.30am and lunch will be served at 1.00pm.

Please reply direct to Mike Smith (Fetherston, 1956 - 1964)  
Address: 8 Ladbrook Road, Solihull, West Midlands B91 3RN  
Email: [mjdsmith@blueyonder.co.uk](mailto:mjdsmith@blueyonder.co.uk)  
Telephone: 0121 246 1988

Mike would like to know if you can or cannot attend the lunch.  
He also needs to know any dietary requirements.

# Creating a support/social network for alumni overseas

## Benefits for alumni

- Regional networking
- Social interaction for newly arrived



OW EVENT



Wed 08 Feb | OW Reunion in South Africa

📍 Kleine Zalze, Stellenbosch



OW EVENT



Thu 16 Feb , 7:00 PM - 9:00 PM | OW Reunion in Sydney

📍 TBC, Sydney

[LINK](#)

# Softening the blow of the empty nest for former parents

[LINK](#)

## Benefits for alumni

- Maintaining social connections
- Maintain link to school
- Networking for grown up 'children'



PARENTS' EVENT



Fri 03 Feb , 7:00 PM - 10:00 PM |  
Parents Quiz Night

📍 New Hall, Winchester



# The impact of a two-way relationship

- Increase in alumni engagement
- Growth in networks
- Greater alumni satisfaction
- Increase in giving (time & money)
- Financial Giving - Affinity + Propensity
- Strengthens Case for Support



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# Questions?



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[www.rhlconsulting.co.uk](http://www.rhlconsulting.co.uk)





The only community and fundraising software with a CRM, website and member portal/app.



**Any questions? Please contact Amy**

[amy@toucantech.com](mailto:amy@toucantech.com)

[toucantech.com](https://toucantech.com)