



Practical tips for fundraising in schools

Webinar co-hosted by CCS and CASE

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Today's presenters



Rosanna Moore
Vice President
CCS



Paul Stubbings
Headmaster
The Cardinal Vaughan
Memorial School



Anthony Hopkinson
Director of Development
The Kings School,
Chester

Update from CASE

- Online catalogue of over 100 webinars
- Webinar Wednesdays www.case.org
- **UK Schools' Philanthropic Giving Survey** - launched 19th September



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Poll

- How active is the Head of your school in fundraising?
- Options:
 1. Very active (10+ hours per week)
 2. Active (5+ hours per week)
 3. Somewhat active (2 hours per week)
 4. Not active (less than 2 hours per week)

Keys to success

Case

Leadership

Prospects

Plan

Sharing our insights

We gathered over
1,500 opinions
from school communities



I would consider making a gift to the school



Presenters

The Cardinal Vaughan Memorial School

- Non-fee paying; mixed demographic
- No catchment area
- Catholic
- Boys only lower school, mixed Sixth Form
- Centenary in Oct 2014



Celebrations at the Royal Albert Hall

Love and Service campaign

- Goal: £4.5m from private philanthropy
- Progress: Target reached on schedule
 - 200 members of the Vaughan community have made pledges since September 2013

Level	Number of pledges
£100,000+	5
£25,000 to <£100,000	23
£10,000 to <£25,000	49

- Many families made the largest philanthropic commitments they have ever made

Key advice

1. Meet with people personally to ask for their support
2. Give people an idea of the scale of investments that are required
3. Focus on securing lead gifts that help drive momentum
4. Make sure school leaders share the vision
5. Keep the Head focused

Poll

- What is the main source of your philanthropic income?
- Options:
 1. Current and former parents
 2. Alumni
 3. Trusts/foundations and corporate support



The King's School, Chester

- A leading co-educational independent day school
- Founded in 1541 as a direct consequence of the English Reformation. 475th Anniversary this year
- Catering for children between the ages of 4 – 18
- 1073 pupils (approaching 40% girls)
- 150 year old independent alumni association

Our fundraising

- The King's 100 Challenge – launched this month (Sept 16)
- Our ambition – to raise £30m over the course of the next 25 years to fund an extra 100 bursaries in perpetuity
- In this year alone:
 - £1.5m in legacy pledges secured
 - £100,000 in cash commitments
 - Partnerships established with two of the UK's largest charitable trusts



Key advice

1. Be donor-centred rather than mission-centred
2. Be pragmatic
3. Be innovative
4. Be organised and systematic
5. Be proud, direct and passionate (Ask more!)
6. Be mindful of the future



Discussion

Additional tips

Case

- Develop a story and then **test it** with your community to ensure it resonates
- **Adapt your case regularly** to ensure it's current and compelling

Leadership

- Recruit a group of donors who are passionate about your school and **involve them in fundraising**
- Ensure that the **whole school leadership is supportive** of fundraising

Prospects

- **Use a systematic approach to rating and ranking prospects**; focus your time accordingly
- **Create bespoke cultivation plans** for the highest capacity prospects

Plan

- Use or create **milestones** to help drive activity
- Make requests that ensure prospects understand how their commitments can **leverage additional gifts**

Thank you



About CCS

Founded in 1947

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