

# LEH

LADY ELEANOR HOLLES

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## Giving is Good For You

How to persuade your whole school community  
that this is true!

## Early days.....

- “I’d hate your job, having to ask people for money”
- “The school has plenty of money because it’s backed by a Foundation”
- “We loved the Head...but we aren’t going to donate to her Scholarship fund”
- “The school is always asking for money”
- “I give to lots of other charities...”
- “I’m already paying a fortune in fees for my child, I can’t afford to give money to support someone else’s”
- “I don’t think you ask for donations as often as other schools”

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young women since 1710”*

## Developing our Fundraising Strategy

- Manage expectations
- Correct misconceptions
- “Friendraising” comes before fundraising
- Explain your case for support
- Timing
- Targeting - get your data in good shape
- Identify major donors and approach with care
- Run a mix of campaigns that allow maximum participation
- Acknowledge donors (a lot)

Aim to turn everyone in your school into a donor, of time, talent or treasure

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## Build a culture of philanthropy

- A Parent's Guide to Giving and Getting Involved
- Bursary Fund information included with every prospectus
- Letter to new parents regarding Bursary Fund
- Benefactors' and Supporters' events
- Remarkable Women Lectures
- Alumnae events / mailings
- Red Review
- Easyfundraising
- Donor recognition boards

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# Case for Support

## Together we can change lives

Understanding that investing in an LEH education has a transformative impact on a pupil's future, LEH is committed to building a community of bright, intellectually curious and passionate students from a wide range of backgrounds, regardless of their financial circumstances.

Bursary funding is vital to preserve the social diversity that is so central to LEH's historic mission and character.

The demand for bursary places increased by over 50% last year, but at present we cannot afford to help all the students who wish to study here. LEH does not benefit from any endowments and as such, has been reliant upon the generosity of those who share its vision to help sustain and grow the school.

LEH currently supports 56 girls, 41 of whom are on full bursaries. It is our ambition to double this number over the next few years and we are hoping that through the kindness of our parents and alumnae, we will achieve our goal to give more students the chance of an unparalleled education and a bright future.

Will you help us change a student's life by making a donation to the Bursary Fund?

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## Unique and timely appeals

- Annual Fund -Buy-a-brick
- Annual Fund - Hall refurbishment
- Bursary Fund letter and leaflets
- Regular giving -Coffee cup challenge
- Easyfundraising
- Major donors
- Legacies - Mail out and “Back to School” Day

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## Create a strong donations page

### Successful donation pages:

- Set out your stall
- Take donor swiftly to the campaign they want to support
- Make the mechanics of giving easy
- Records data

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## The Key to Successful Development

- It's not about asking people for money; it's about making it easy for them to want to give
- Understand the needs of different target audiences
- Trigger their emotions
- Create a strong donations page
- Be careful about how you time your campaigns
- Track everything
- Everyone should be believers in your vision

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Spread the word....

LEH  
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“Spread the word - giving money away always feels good. In fact, it’s exhilarating. And it changes lives. I want our donors to feel passionate about what we are doing. I want our donors to feel connected to our work, be more generous and as a result, feel more fulfilled.”

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