

## George Heriot's School

George Heriot's School partners with Blackbaud to improve constituent communications



Blackbaud software and services used by George Heriot's School:

- The Raiser's Edge
- Blackbaud Consulting Services

With a potential market of former pupils and friends of the School, George Heriot's School recognised the need for a dedicated function in order to manage these constituents. By deploying The Raiser's Edge® and using various consulting and training services offered by Blackbaud, the School has since managed to maintain a database of over 10,000 records, segment these records for the purposes of events and marketing, raise funds in excess of their targets and save many hours in unnecessary processes.

Founded in 1659, George Heriot's School was established following the death of the former goldsmith, George Heriot, who bequeathed his estate to a fund for the education of fatherless boys in his native Edinburgh. The now fee-paying school has since opened its doors to girls and currently has in excess of 1,500 pupils. In 2002, the School opened a Development Office responsible for maintaining contact with all former pupils and friends of the School, as well as managing various campaigns to generate funds to enhance the School and provide bursaries for needy pupils.

### The Challenge

Having inherited the Appealmaster database previously used by the School to generate funds to improve the facilities of their playing fields, the staff in the Development Office were well aware of the benefits of using fundraising software and were keen to explore the additional advantages offered by converting to The Raiser's Edge.

"We attended several Blackbaud User Groups and spoke with other schools about the ways in which they use The Raiser's Edge and how it helps them in their everyday work. We were eager to move forward and begin fundraising for the School, and this reassured us that The Raiser's Edge was the right software package for us." said Margaret Peat, Development Assistant and Former Pupil Co-ordinator at George Heriot's School.

The development staff knew there was a potentially large number of people within the School community who may wish to contribute funds to their worthy causes but were unable to efficiently and effectively manage their contact with them, resulting in limited and untargeted communications.

## The Solution

George Heriot's School implemented The Raiser's Edge in March 2003, transferring and cleaning their existing 10,000 records from the Appealmaster database.

The School initially began using the software to segment former pupils into classes, houses and their various interests in order to organise tailored events and reunions. Following this, they launched their first 'Annual Fund' campaign in October 2003, where each year they appeal to the School community for support to fund various projects throughout the school year. The target for the first campaign was achieved several months ahead of schedule.

In March 2004, the Development Office enlisted Blackbaud's assistance in order to ensure they were using the software to full effect for their fundraising campaigns. A Blackbaud consultant worked with the Development Office to identify the areas in which they could be improving their processes and recommended various procedures that they should be following. Most notably, the consultant was able to set up a process enabling them to import Sixth Form leavers from their school management system into The Raiser's Edge, which they were previously carrying out manually, taking them two weeks to complete.

"This review proved to be extremely worthwhile. It has not only saved us many hours of work, and from a potential situation where we could lose our data, but has also reassured us that we are using The Raiser's Edge to its maximum effect." said Margaret.

George Heriot's School are now looking to the future with The Raiser's Edge and have many plans for initiatives and campaigns, including being able to personalise and segment constituents in much greater detail.

## At-a-glance Results

- Many hours of work have been saved through using The Raiser's Edge and Healthcheck.
- Since deploying The Raiser's Edge, the School has raised funds for the enhancement of the School and to provide bursaries to needy pupils.
- Constituents can be easily segmented ensuring that they receive a much more personal service.

Margaret commented, "I have found The Raiser's Edge to be invaluable in every part of my job. I can effortlessly keep track of all communication with constituents and am able to report quickly and easily on campaign results. I wouldn't consider embarking on future projects without it."



Courtesy of George Heriot's School