

Winchester College

enhance their fundraising and events with Blackbaud NetCommunity™



WINCHESTER COLLEGE SOCIETY

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- Blackbaud NetCommunity was introduced which has helped maintain and build good relations as well as improved communications with their Alumni.



Winchester College is one of the UK's leading Independent Schools. With complex database requirements, Marketing and Research Executive, Donna Hale, explains that there are different constituents to take into account on the 10,500 database. These different constituents include the boys in the School, Old Boys (Wykehamists), parents, Governors, Alumni, friends and others.

The Challenge

Ten years ago, Winchester College Society only ran two or three events a year, but since the merging of their Development and Alumni departments, now run over 40 alumni and fundraising events a year.

Winchester has been using The Raiser's Edge® to help manage all their school fundraising activities, generating gifts and for research. The Society required a web solution to enable it to set up a website for their Alumni, who are scattered around the world.

The Solution

In 2009, Winchester introduced Blackbaud NetCommunity which has enabled it to set up a website for their Alumni. This has helped maintain and build good relations; Alumni are keen to use the website for sharing news, making donations and registering and paying online for events. Different country regulations, with taxes and surrounding giving, have also been dealt with easily and efficiently through Blackbaud NetCommunity.

The Results

Donna explains, "The way we communicate with our Alumni is much better now. We can get Old Wykehamist news out by encouraging them to visit our website, so they can see what's happening, or pay for events online. This helps us because it's instant and all information is directed straight to each person's record as well as to our events management module."

The Solution has allowed Winchester to send out communications via email, saving money on the traditional direct mail approach. All communications, whether email or posted, encourage the recipient to respond by email. Sending out follow up emails and encouraging people to visit the website, has had a positive effect on the number of people coming to events.

Another advantage has been the table planning tool which has made some internal tasks much easier; a seating plan for 350 attendees at a recent dinner was completed in a fraction of the time it would have taken manually.

Donna says that the tools available in The Raiser's Edge help us in the way we introduce and improve tasks across the team. "We use it for research and have developed it in our own way to identify major prospects for the Development Campaign Committee. We use the Prospect Management module to assign Canvassers to those prospects and at any time can visit the system to see what progress is being made."

Staff who use both The Raiser's Edge and Blackbaud NetCommunity, have ongoing training from Blackbaud consultants to make sure they are getting the best out of the system and to fine tune particular aspects.

Last year, for example, as part of its annual telephone fundraising appeal, Winchester introduced paperless direct debits. During the transition from paper to paperless direct debits, Donna worked with Blackbaud to make the process as smooth as possible.

Future developments

In the foreseeable future, Donna wants to direct her efforts towards Blackbaud NetCommunity to identify other resources available that can best be used for any future developments. Donna comments, "There are a lot features within NetCommunity that we have not yet utilised, so we'll be working on putting the system into good use over the next two years or so."

