

ToucanTech UK Schools 2020

Analysis of engagement & fundraising
activity in development offices

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toucantech

Executive summary

More digital comms in 2020 than ever before but fundraising income down 20%

In ToucanTech's analysis of 1 million database records of parents, students, alumni and staff from 124 independent and state schools across the UK, we observed online communications and digital updates increasing in 2020 with more emails being sent and read, and more content being published and consumed.

In a year when the pandemic struck, fundraising income dropped by nearly 20%, with the average income per donor down 12%. Current parents were consistently the largest donor group, whilst the number of alumni donating, and the value of their gifts, dropped considerably in 2020.

ToucanTech supports the engagement and fundraising efforts of UK schools by providing an efficient and secure community and CRM system. In this report, we open up our treasure-trove of aggregated data analysis to help you benchmark your audience and activities with other school development offices. Here's a snapshot of some of the most compelling findings:

2020 SAW MORE DIGITAL COMMS THAN EVER BEFORE

- Schools sent 10% more emails to bigger recipient lists, leading to a 27% uplift in the volume of email opens in 2020 vs 2019
- ToucanTech schools achieve average email open rates of 52% and email open rates increased by 8% during the lockdown months of April - June 2020 (versus the same period the previous year)
- People with online profiles have 12% higher email engagement on average
- Unsurprisingly, average event attendance was down by 35% in 2020 and schools published 25% less events (6 per school) than the year before
- Schools publish 42% more online news in 2020, with 50 schools achieving higher readership per article than in 2019

FUNDRAISING DIPPED IN 2020 WHILST PARENTS REMAIN LARGEST DONOR GROUP

- Total fundraising income dropped by nearly 20% in 2020 vs 2019 and average fundraising income per donor decreased by 12% down to £1,075
- Fundraising income from the 60-70 yrs age bracket increased by more than £1,000 per donor in 2020 but the highest donations, in both years, were from the over 70s who gave, on average, more than £8,000 per donor
- Current parents were the largest donor group (by volume) in both 2019 and 2020
- Fundraising income from alumni plunged by nearly 50% in 2020, but on average across 2019/ 2020 former students were the biggest donors (by value)
- There was an increase in regular giving, but one-off gifts generate 2.5x more income
- Almost 75% of donors are opening school emails, and the proportion of donors is 12x higher amongst people who engage in school emails and events than those who don't
- Schools achieve an 80% comms opt-in rate and a 44.6% opt in rate to send fundraising comms. 78% of consents are captured when people register on their school's online community



Introduction to the UK Schools report 2020

Since 2014, ToucanTech has been supporting development offices in their goals to increase engagement and generate fundraising through their school communities.

During 2020, alumni and development offices have had to adapt and overcome significant challenges. This has brought about new trends in fundraising and alumni engagement, such as a move to virtual events and online campaigns.

As ToucanTech is lucky to work with hundreds of remarkable schools across the world, we have dug into the data behind these evolving trends. This resulting inaugural report shows a snapshot of UK school development activity, organised into two sections: *engagement* and *fundraising*.

We have analysed aggregated data from a sample of 1 million database records at 124 independent and state funded schools in the United Kingdom.

The report looks at activity levels across different groups of individuals typically help in school development databases - parents, former students, staff, governors and donors.

ToucanTech produced this report in collaboration with our customers and industry experts, many of whom are referenced in the pages that follow - we thank everyone for their contribution and hope to build on this data benchmarking service in future years.

How to use this report

Flick through at your leisure or use as a reference source when compiling your next strategy report; schools can use the insights to benchmark their own audience demographics, track their engagement/ fundraising progress and take inspiration from the tactics employed by ToucanTech customers.



Who?

This report looks at data gathered from 124 schools in the UK, with a mix of independent and state funded schools.



What?

This report provides a view of data held by schools in their ToucanTech systems, and covers engagement and fundraising stats from 2020.



How?

This report was created from aggregating data held on ToucanTech systems, and then analysed to pull key insights and interesting comparisons.



The data: an overview

ToucanTech analysed customer data from education institutions located across the United Kingdom.

- The report focuses on schools located in the UK as they made up a large part of ToucanTech's customer base in 2020 with sufficient data for analysis
- Higher Ed and Sixth Form Colleges as well as non education customers (e.g. professional bodies, companies) have been excluded
- Of the 124 schools included, 96 are running online communities powered by ToucanTech
- 2 schools are running multi-sites (multiple websites powered from the same ToucanTech database)

Here's a quick overview of the dataset, as of 31st December 2020:

- 124 schools
 - 68 Senior, 35 Junior & Senior, 21 Junior
 - 100 Independent and 24 State
 - 81 Co-Ed, 24 Girls and 19 Boys
- 997,244 total individual database records
 - 442,064 records with email addresses - (on average 44%)
 - 69,612 records with an online profile - (on average 7%)
- 64 schools fundraising in 2019 and 2020
 - The average fundraising income per school was over £100,000, ranging from a few thousand to £1.5m

What is an online community?

Building a digital school community enables alumni, parents, friends or former staff to join your network, no matter where they are in the world.

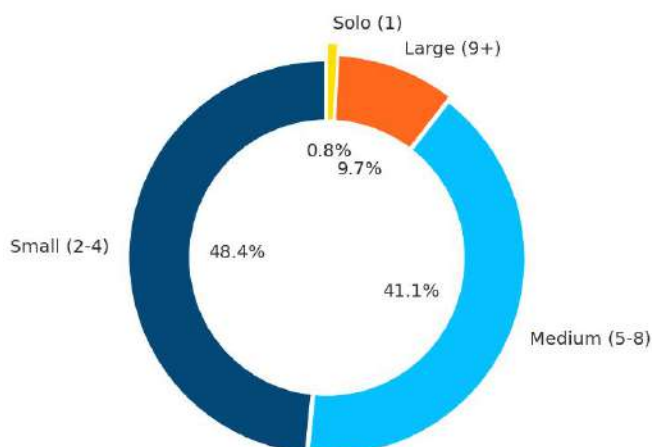
At ToucanTech, running an online community refers to a private portal (and mobile app) behind a login. Schools can invite members to create an **online profile** to access this logged-in area where they can message other users, read and download content, sign-up for events and more.

Some schools choose to publish content in front of a log-in, making it accessible to everyone - useful if you would like to share updates about events or fundraising to anyone without them having to login.

Private online communities are generally used as either alumni networks, or wider school communities which can include current and former staff, governors and parents.

Encouraging members of a school community to become online members gives more digital touchpoints and enables you to track how people are engaging with your news, resources, jobs, events and discussions.

AVERAGE SIZE OF ADMIN TEAM USING TOUCANTECH



UK Schools 2020:

Engaging one million records

Engaging with your school community can take many different forms, and during 2020 development offices in the UK had to pivot quickly to digital engagement as in-person events ground to a halt.

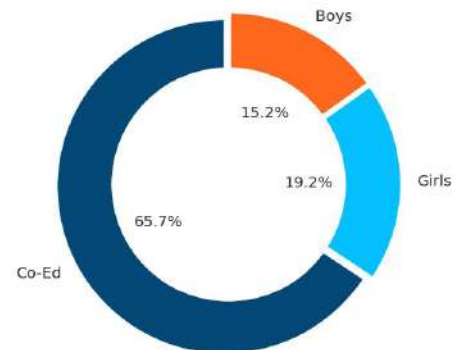
In the first part of this report we deepdive into the sample demographics and several types of activities that drive engagement, with a focus on email, events and news.



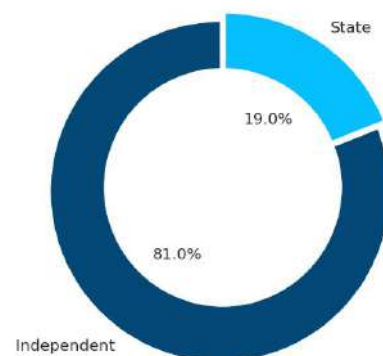
Meet the schools & students

School segments

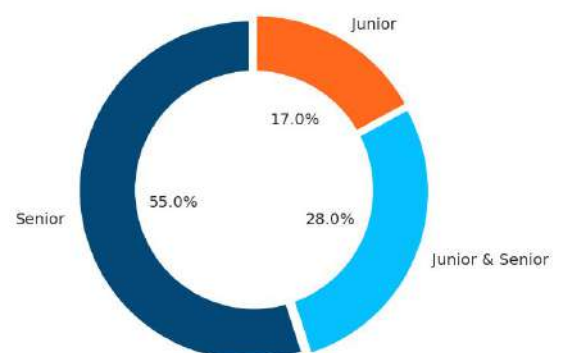
SAMPLE BREAKDOWN BY GENDER



SAMPLE BREAKDOWN BY FUNDING TYPE



SAMPLE BREAKDOWN BY AGE



Pie chart 1: Percentage of customers in each segment (Gender, Funding Type and Age Group)

**Excluding Higher Education and Sixth Form College*



Location of schools: Size of bubble represents number of database records per school

The report includes data from 124 schools located across the United Kingdom, enrolling 92,965 pupils in total.

- The schools are 81% independent and 19% state-funded.
- One third are single-sex (24 girls' schools and 19 boys' schools), with the majority (66%) made up of co-educational schools (including some co-ed sixth-forms).
- Just over half of the sample have a religious affiliation - 48 with the Church of England and 19 with other religious groups.
- The sample also includes 25 specialist schools, including grammar, international and non-traditional schools, such as Tring Park School for the Performing Arts, and New College Worcester, which is a national residential college for young people who are vision-impaired.
- There are 58 day/boarding schools included in the sample, which enrol over 35,000 students, including one international school.



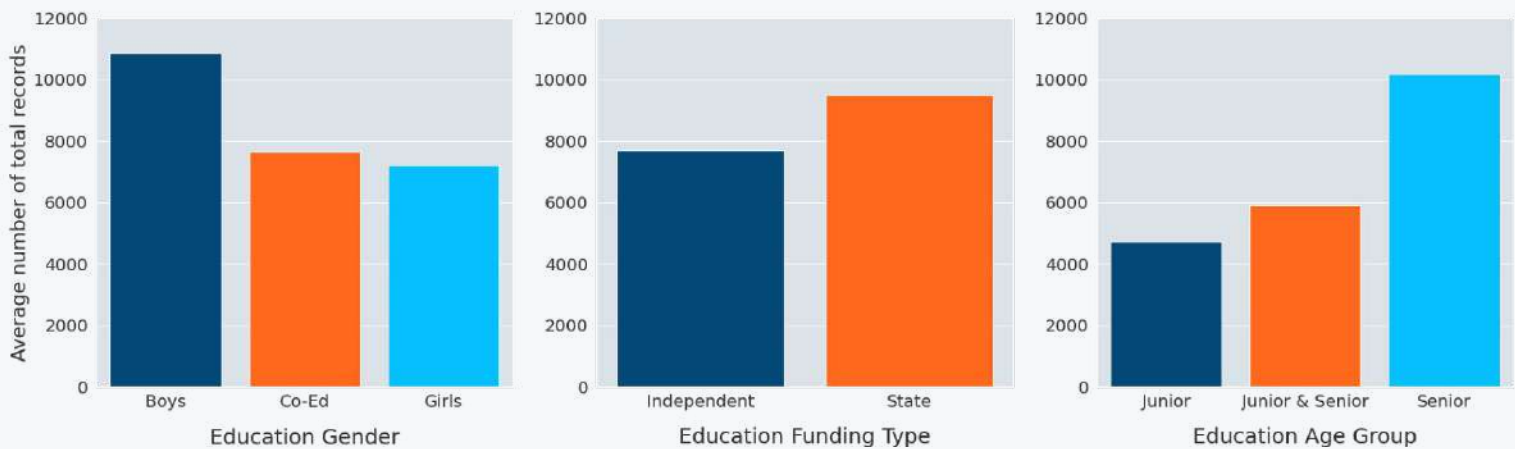


Database: volume of records

Boys schools store more community records than girls schools, but include 10% fewer email addresses for these records

- On average, boys schools in the sample store a higher volume of offline records in their databases than co-ed or girls schools, 10,849 compared to 7,632 and 7,206, respectively.
- State schools are shown to store more offline records on average than their independent counterparts, at 9,501 compared to 7,692.
- Senior schools store more records than juniors at 5,893 to 4,726, with combined junior and senior schools storing 10,173 on average.

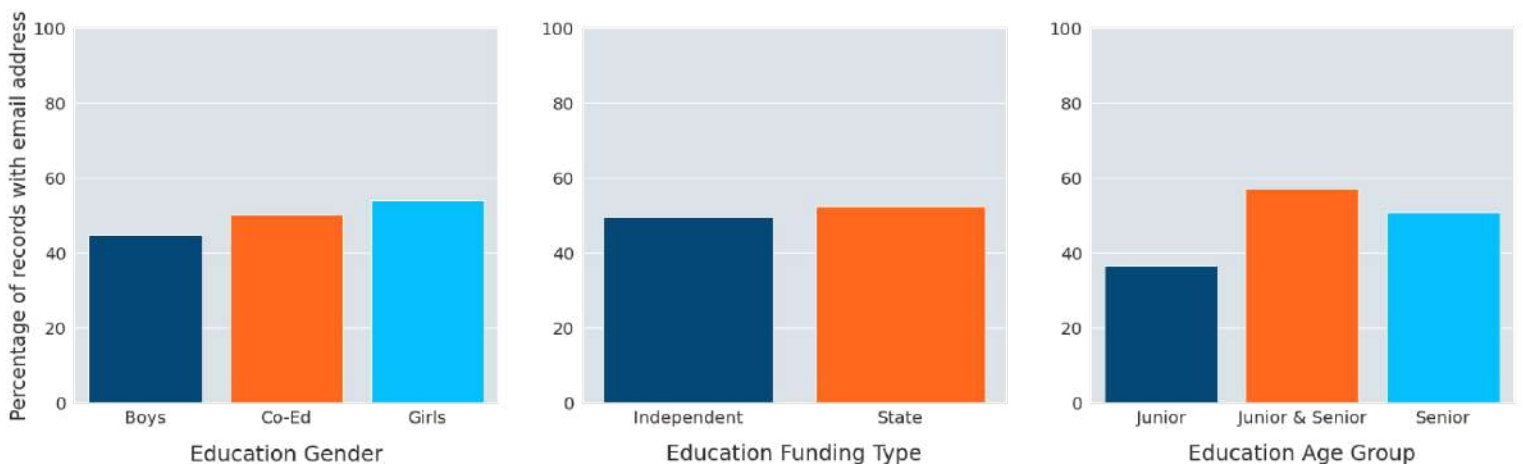
AVERAGE NUMBER OF TOTAL RECORDS PER SCHOOL TYPE



Bar graph 1: Average number of total records per Education Gender, Education Funding Type & Age Group

- The quantity of records held doesn't necessarily represent the number of contactable community members in terms of school gender; boys schools store more records but hold fewer email addresses on those records than co-ed or girls schools.
- State schools in the sample have a marginal lead over their independent counterparts when it comes to the proportion of records that include a relevant email address.
- Junior/senior combined schools claim the highest number of records with email addresses, followed by senior and finally junior schools.

PROPORTION OF RECORDS WITH EMAIL ADDRESSES PER SCHOOL TYPE



Bar graph 2: Average percentage of records with email address out of total number of records per Education Gender, Education Funding Type & Age Group



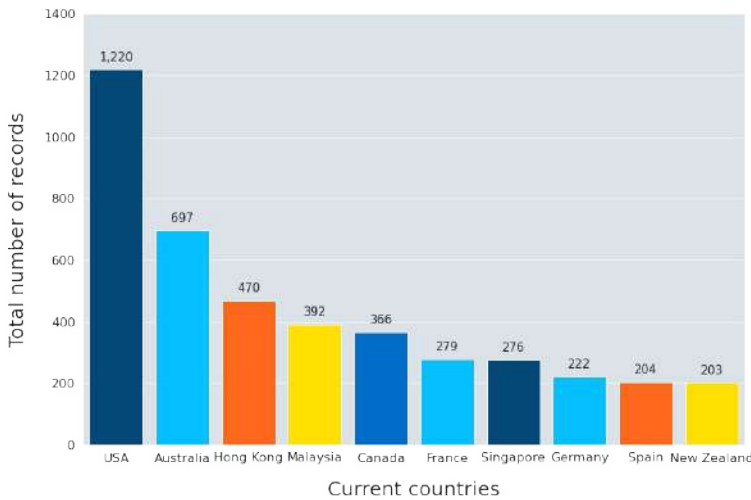


Database: international breakdown

Majority of records are UK based, but 16% are located internationally and 25% are non-UK nationals

TOTAL NUMBER OF RECORDS BASED OUTSIDE OF UK

- UK schools have contacts all over the world, hosting records for contacts currently residing in countries as far-flung as the USA (1,220), Hong Kong (470) and New Zealand (203).
- While 84% of database records with 'current location' information included are currently based in the UK (854,225), the remaining 16% of records held by UK schools are currently based abroad.

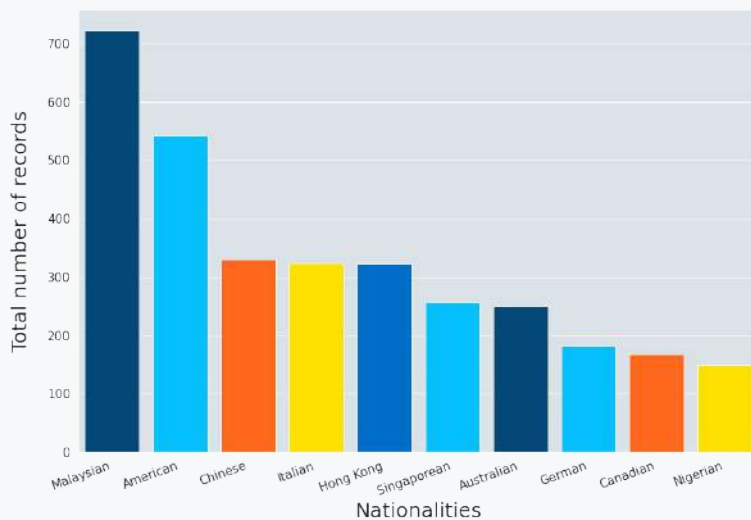


Bar chart 1: Total number of records per Current Country (Country the record is currently located in)

Toucan Tip:
Collecting 'current location' from your network helps you tailor comms to contacts in different time zones.

TOTAL NUMBER OF RECORDS FOR NON- UK NATIONALITIES

- UK schools hold records for contacts from the UK and around the world, with 75% (762,701) of database records assigned to British nationals.
- The remaining 25% belong to contacts ranging from Malaysia to Nigeria. The top 10 nationalities excluding British are featured below.



Bar chart 2: Total number of records per Nationality, excluding UK

Toucan Tip:
Logging 'nationality' allows you to send your contacts a thoughtful communication about a national or public holiday.

Data explanation:

- Records who are currently in UK/England or are British nationals have been excluded from these charts as they make up 84% (854,225) and 75% (762,701) of the total number of records respectively





Database: user groups

66% of records held by development departments sit within the user group 'former student'

Organising database records into 'user groups' is a very useful way of creating topline segments of the community you're managing, in order to engage them differently.

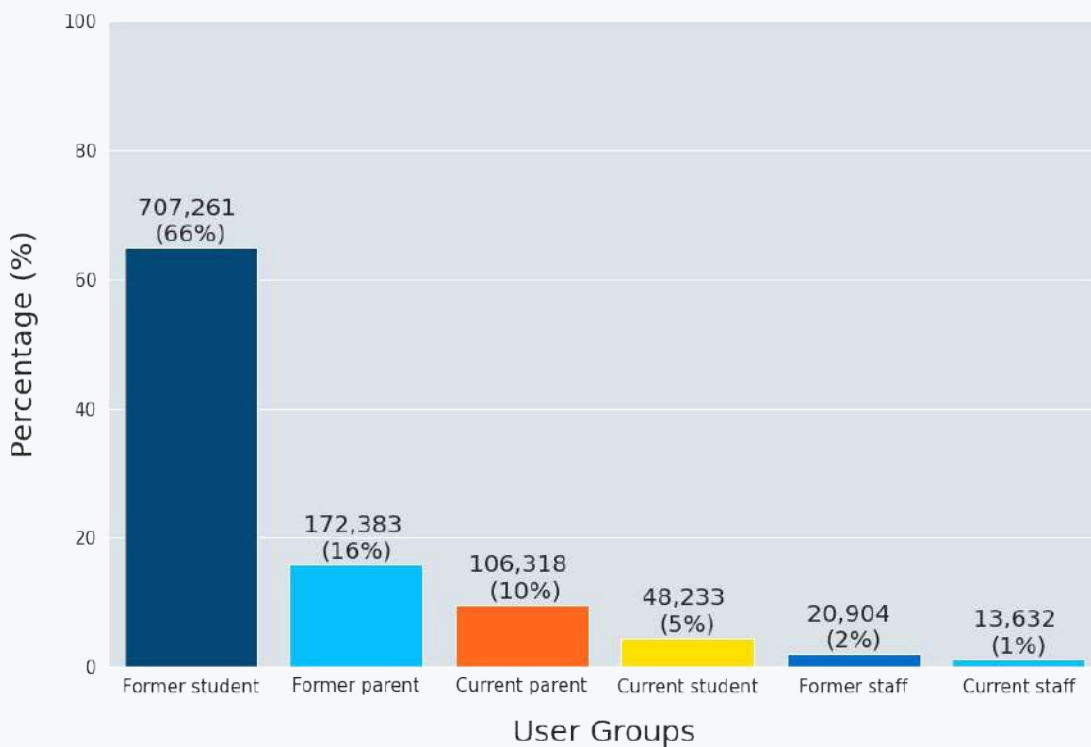
Commonly deployed user groups for school development offices include both current and former versions of student and parent cohorts, as well as teaching staff.

- 71% of records held are on students: 66% for former students, and 5% for current students.
- 26% of records held are for parents: 16% former / 10% current.
- Former staff make up 2% of records held.

Toucan Tip:

Think long-term when you create user groups - what filters/ reports will you need to run in the future?

TOTAL NUMBER OF RECORDS PER USER GROUP



Lower-volume user groups in use include:

- Events guests
- Guest donor
- Current governor
- Former governor
- Trustee
- Other

Bar chart 1 : Percentage of schools (out of all 124 customers) in each user group

*The number and percentage on top of each bar represents the total number of records for that user group and the percentage out of the sum of the total records across these 6 user groups

With over one million records held in ToucanTech databases, it's important for admins to be able to report and segment their data easily. The ToucanTech software enables admins to create flexi-groups and user groups to make contacting and reporting simple and clear. This chart demonstrates the most common user groups created in ToucanTech databases.

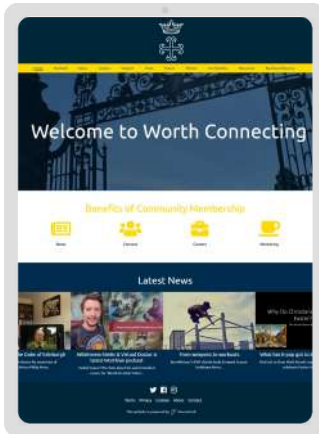




Focus: online communities

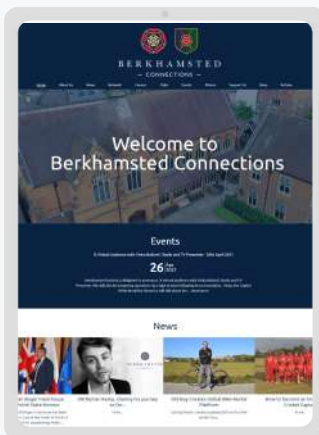
96 of the schools featured in this report run ToucanTech community sites - take a look at some of the most successful launches of 2020

Worth School have attracted 1000 online members to their online community: 'Worth Connecting'



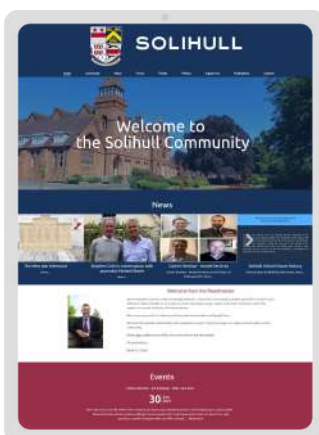
- They sent out an email to members of each sports club, encouraging them to register and join the online clubs for updates on games and events.
- They encourage alumni to send in news to be published on their online community and promote the site in their email newsletter footer.
- In their launch communications, they shared a list of benefits to signing up, including growing business or social connections, and mentoring younger alumni and students.

Berkhamsted School launched their community in 2020, signed up over 700 members in the first month and have already grown their community to 1,500 online members



- They made their site easy to sign up to with a custom registration form.
- They added user guides to the landing page of the site, so new users could make the most of their profiles and the community features.
- They segmented their launch communications to tailor the 'reasons to join' for each part of their community, including parents, different year groups, and former or current staff.

Solihull School have more than 1,700 online members and have had great success signing up their class of 2020 leavers



- They have been promoting their site through virtual careers seminars, quizzes and social media channels to maximize their reach, and have encouraged members to share the website with others.
- They sent a special gift to each 2020 alum that joined their online alumni network, as a reminder of their time at the school.
- During registration they asked whether alumni would like to opt in to fundraising comms, resulting in a 96% opt in rate.





Email: in numbers

52% average open rates for emails sent in 2019 and 2020

Email was an essential channel for staying in touch during 2020: overall email activities logged in ToucanTech databases increased by 1.3 million, with schools sending a greater number of both mass emails (more than 100 recipients) and targeted emails (less than 100 recipients) to their communities.

Email stands the test of time as an effective way to communicate on mass. In times of crisis this was no different; schools sent emails to over 2 million recipients in 2020, an increase of 27%. They also increased their frequency of mass emails by 10%, but open rates stayed consistent, increasing by 0.22%.

TOTAL MASS EMAILS STATS

Total recipients

2,079,735 + 27.1%

Open rate*

52.2 % + 0.22%

Total emails sent

1,271 + 10.7%

Total mass email recipients 2019	1,460,669
Total mass email recipients 2020	2,079,735
Average email opens per mass email 2019	1,423
Average email opens per mass email 2020	2,121
Average email open rate per email 2019	52.00%
Average email open rate per email 2020	52.22%

Mass emails sent (>100)

1,148 in 2019

1,271 in 2020

Targeted emails sent (<100)

1,238 in 2019

1,318 in 2020

External emails synced

14,123 in 2019

32,544 in 2020

“ I believe we’ve been successful in these activities because we target which group we send our mass emails to (i.e. industry groups, year groups, country of residence groups) this means the comms are specific and relevant to that group resulting in a higher open rate. We don’t get the feeling/we haven’t had feedback that we are sending too many emails.

Laura Kingsley, Concord College ”

Data explanation:

- *Open rate calculated from schools that sent emails in both 2019 & 2020
- Schools with no data from either year were excluded from the analysis





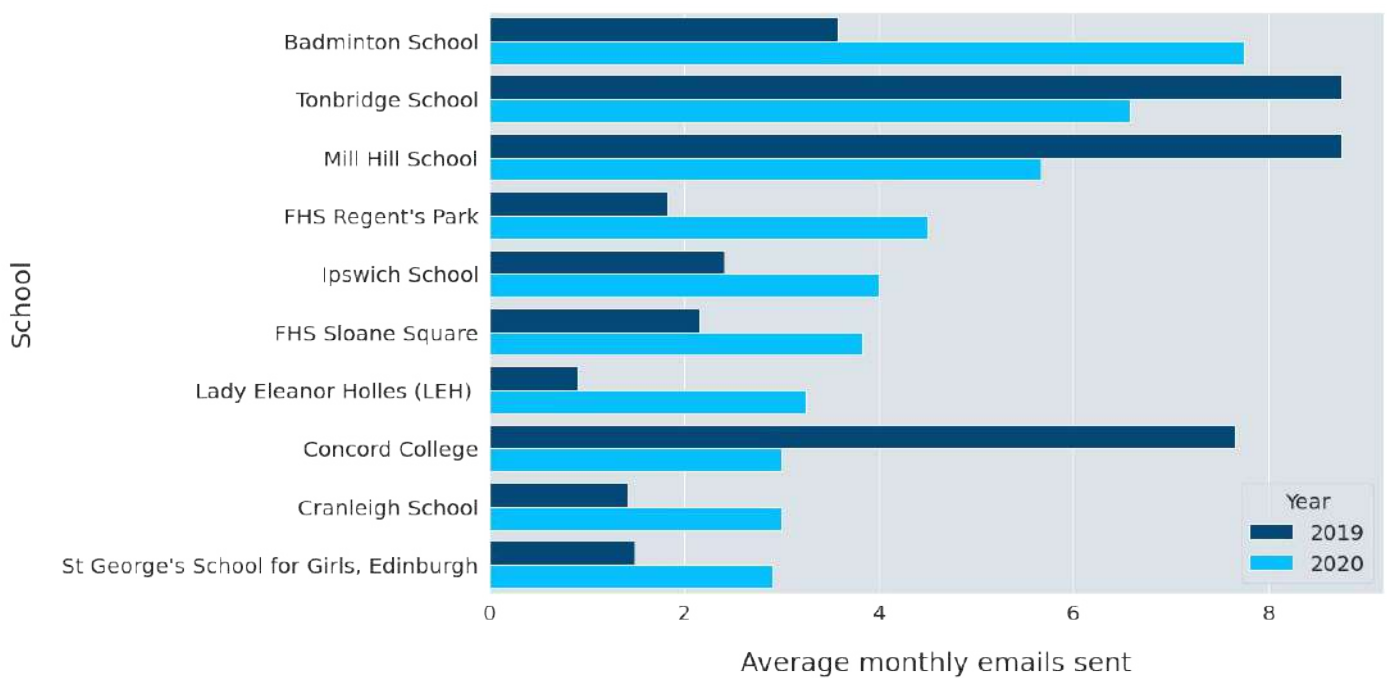
Email deepdive: top 10 schools by mass emails sent in 2020

Schools sending more than 10 emails each year on average, with higher output schools sending 3 or more mass emails a month

Below shows the top 10 schools by average monthly emails sent in 2020. Many schools increased their average monthly emails during 2020, including Ipswich and FHS Regent's Park, as they invited their community to new online events such as virtual concerts, beer tasting and careers talks!

Badminton School made use of their flexible ToucanTech email system in 2020 to send regular parent communications and Tonbridge School sent an average of 6 mass emails each month in 2020, amongst which they have shared invites to their events, magazines, and updates from their Headteacher. Tonbridge also frequently share targeted emails by segmenting their audience, for example by user groups, active members, or year group.

AVERAGE MONTHLY MASS EMAILS SENT BY TOP 10



Bar chart 1: Top 10 schools with the highest average monthly mass emails sent in 2020

“Regular communication with alumni was introduced as the country went into lockdown: a series of emails highlighting many virtual arts and culture programmes, each informing our community of the myriad ways the school was continuing to teach and inspire. Communication was shared across our alumni social media platforms and network and the school’s Instagram page.”

Claire Brazer, Francis Holland School, Regent’s Park

Data explanation:

The top 10 schools were determined based on the highest average emails sent in 2020, and the 2019 & 2020 average number of emails sent needed to be >= 1 respectively.



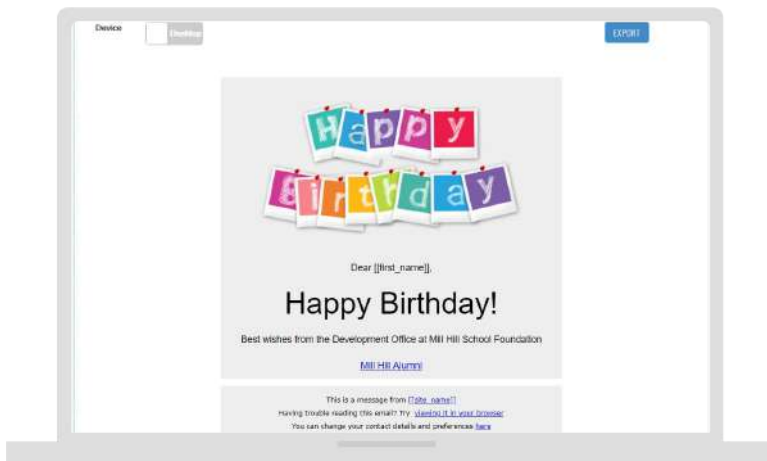


Using email in different ways

Schools start trialling personalised messages, such as birthday emails, and tracking all email conversations in their database

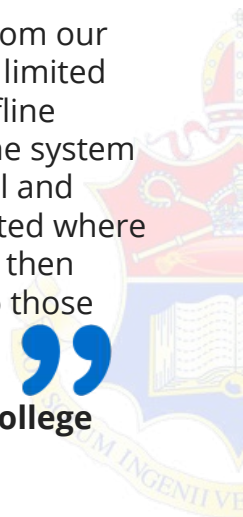
In addition to mass emails, admins were finding smarter ways to maintain connections with their alumni without using more resources. Schools started using the new ToucanTech automated email feature in 2020 to send personalised birthday emails, which can be tailored by admins and then sent out automatically on the recipient's birthday.

975 automated birthday emails were sent in 2020, enabling admins to send a message to their supporters on their special day. This is a great way to send tailored communications to your community members, especially for smaller teams who are limited on time and resources.



“ Other emails sent from our system are to more limited numbers of the on-and-offline database. These include the system generated "Birthday" email and stories and photos submitted where we can tag individuals and then send customised emails to those tagged in the activity. ”

Roger Peach, Liverpool College



Use of external email tracking doubles in 2020

Email sync, the feature to log external conversation in your ToucanTech database, more than doubled in 2020 as schools got smarter about tracking all types of email in their CRM. By logging external conversations using a bcc on their emails, admins have one single source of truth for all interactions between supporters and the development office.

With over 32,000 emails synced in 2020, admins are making use of this feature to build a clear picture of engagement within their community.

External emails synced
2019 - 14,123
2020 - 32,544





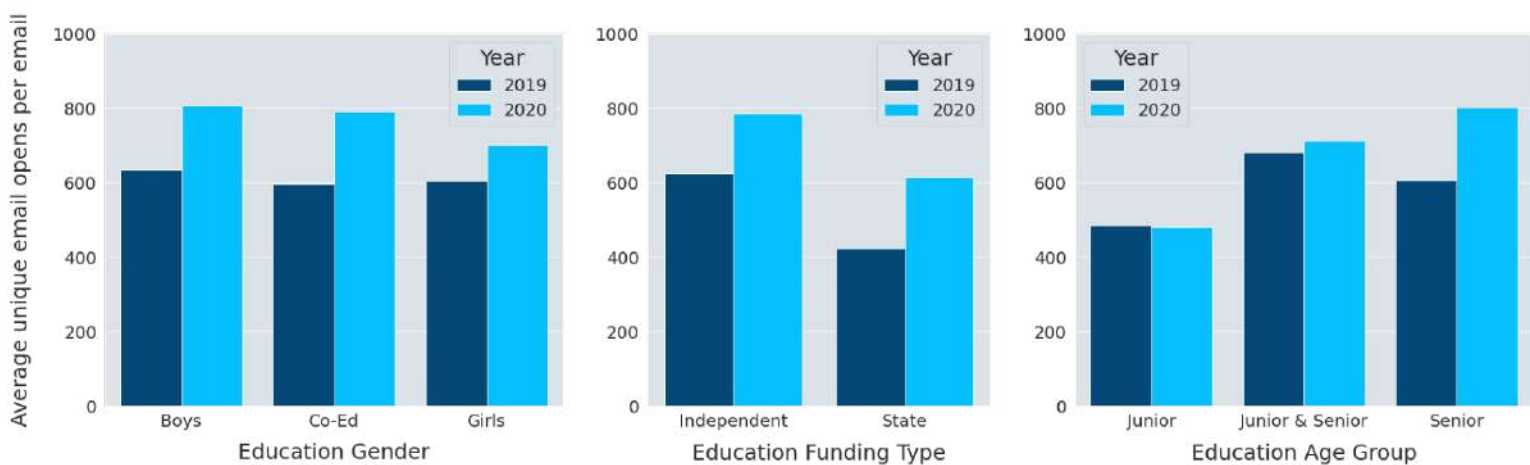
Email: mass email open volumes

Schools secure almost 30% more email opens in 2020 compared to 2019 results

Girls' schools send more emails on average per month, and have a higher open rate than boys' schools or co-eds, but boys' schools have a higher average volume of monthly opens. Overall in 2020, schools saw almost 30% more email opens compared to 2019.

Overall, schools saw an increase in email opens in every school type other than junior. There was a significant increase in boys and co-ed opens, with an increase of nearly 200 opens per email.

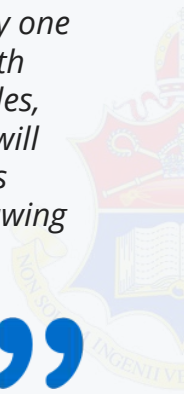
AVERAGE EMAIL OPEN VOLUME BY SCHOOL TYPE



Bar chart 1: Average unique email opens per mass email across all schools grouped by segments

“ We are conscious of not bombarding our membership with too many emails at any one time. Our general strategy is to send a mass email to all on a Thursday or Friday with the stories being duplicated on Facebook and LinkedIn at the same time. By locking the articles, we hope to encourage non-online members to sign up. One of the weekly emails per month will often be a "round-up" email. This summarises what we have mentioned in the previous mass emails. We may also publish an "unlocked" story through the round-up email whilst also drawing alumni's attention to other issues we would like them to notice. We also seem to include screen-shot instructions on how best to use and navigate the site within the roundup email.

Roger Peach, Liverpool College



Data explanation:

- Schools with 0 average emails sent & opens in 2019 and 2020 respectively were excluded from the analysis.
- Schools with more than 6 months where no email opens were recorded were excluded from the analysis.





Email: mass email open rates

Higher open rates at the start of the lock down and higher open rates from those who have online profiles

AVERAGE EMAIL OPEN RATES PER MASS EMAIL

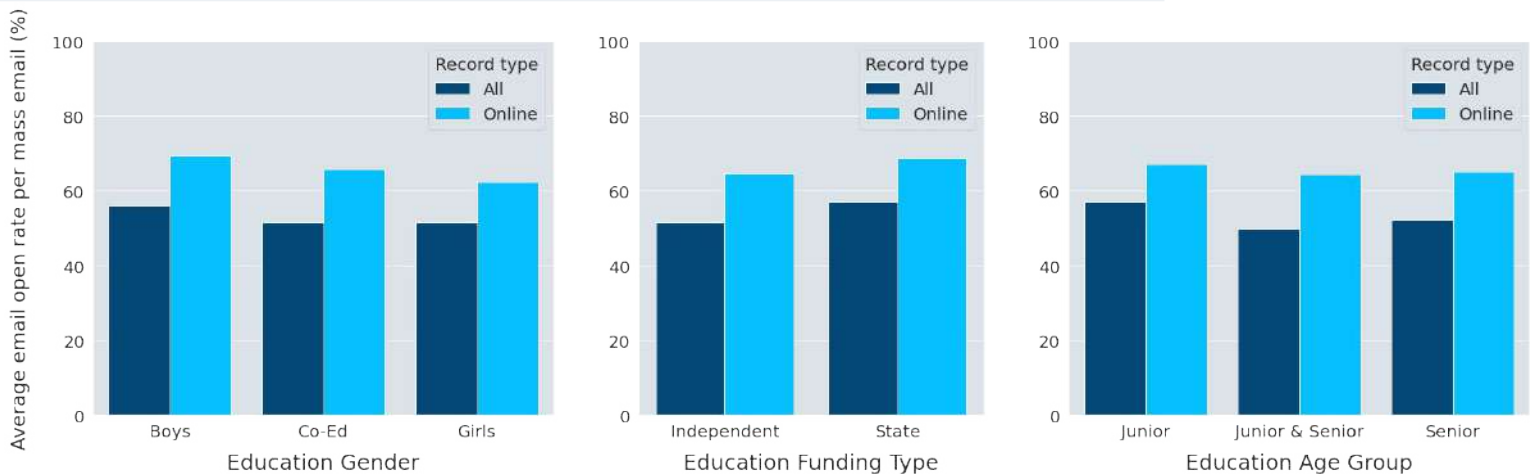


Heatmap: Average email open rate per mass email for all customers in 2019 and 2020

Increase in open rates during lockdown

The average email open rate during the first lockdown (April-June 2020) was 8% higher than the same time period in 2019, with April seeing the highest average open rate per email at 57.7%. As schools were closed with short notice in April, many shared updates with their community on how they were adapting to remote learning, or kept in touch with vulnerable members of their communities.

AVERAGE EMAIL OPEN RATE PER MASS EMAIL, BY SCHOOL TYPE



Bar chart 1: Average email open rate per email for all records vs online profiles, across all schools grouped by segments

People who have created online profiles by registering to online school communities are opening emails at a higher rate than those that haven't.

Email recipients with an online profile had a higher average email open rate across every school type, with the biggest increase seen in boys schools, junior & senior schools, and independent schools. This is an indication that those that are actively engaging in your online community will continue to engage through other channels such as email.

Data explanation:

- Schools with no EOR values in 2019 nor 2020 were excluded from the analysis





Email deepdive: top 10 schools by monthly mass email opens in 2020

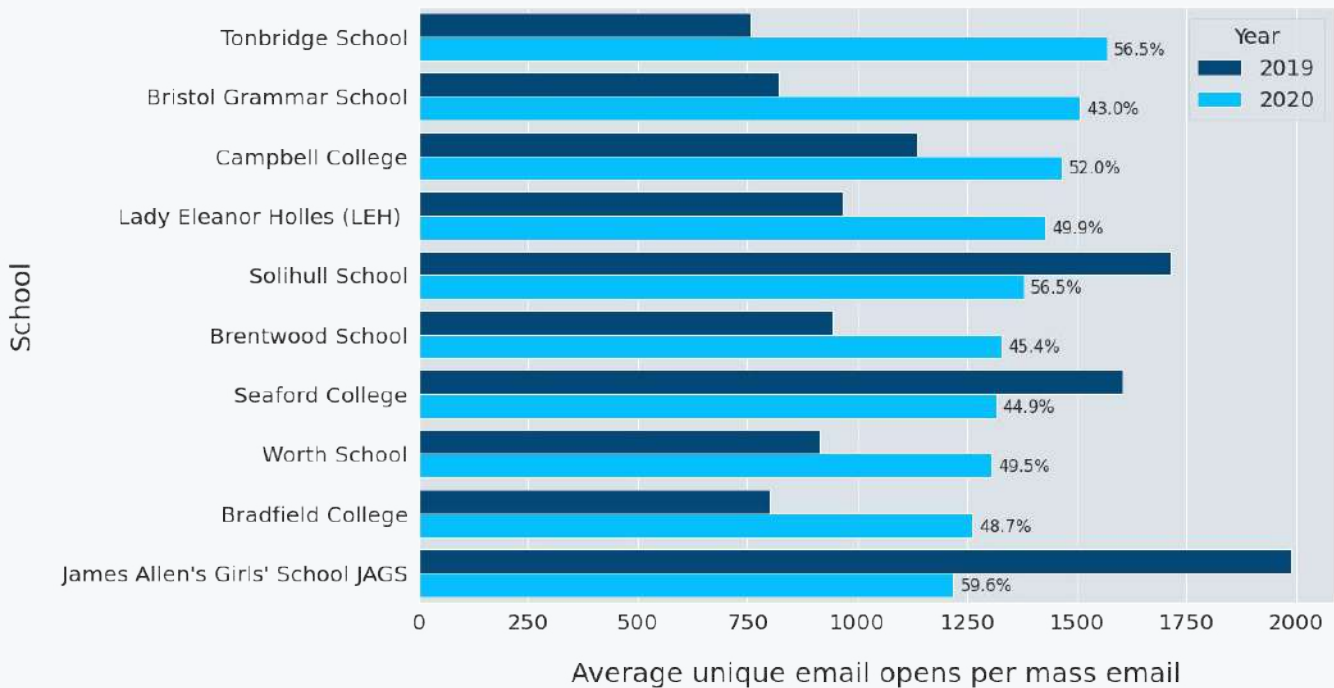
Schools in this sample see over 1,200 unique email opens on average per mass email, with > 50% average open rate

Subject lines are extremely important: how can you make your emails stand out in your members' busy inboxes? Some of the most opened emails in 2020 included subject lines such as 'Message from the Headmistress' or 'Message from the Chairman'.

Other popular emails which had an open rate of over 90% had subject lines such as '2019 Leavers yearbook + survey'. Addressing a group by their year is likely to increase open rates as the reader knows it will be relevant to them.

- Schools see an average of 1,200+ unique email opens, and an average open rate of >50%.
- The highest number of unique email opens on average was 1500+ at Tonbridge School.
- Bristol Grammar, Campbell College & LEH saw unique email opens of over 1,250.

AVERAGE EMAILS OPENS BY TOP 10, PLUS OPEN RATES



Bar chart 1: Top 10 schools with the highest average unique email opens per mass email in 2020
Percentage represents the average email open rate per email in 2020

“ The HollesConnect website is beautifully user friendly, and enables us to produce a monthly newsletter with ease, keeping our alumnae up to date with news from the school and rekindling their memories of their own schooldays. ”

Jenny Blaiklock, Lady Eleanor Holles

Data explanation:

- Schools with 0 average yearly emails sent & opens in 2019 nor 2020 respectively were excluded from the analysis.
- The top 10 schools were determined based on the highest combined average email opens in 2020, and their 2019 & 2020 average number of emails sent needed to be >= 1 respectively.





Email deepdive: Subject lines and achieving high open rates

Personalisation and target recipient segments is key to maintaining brilliant email open rates - below we've included a table of email subject lines (and smaller recipient groups) that have achieved 80% + open rates - take a look and get inspired!

EXAMPLES OF SCHOOL EMAILS WITH STELLAR OPEN RATES

Tonbridge School promoted an opportunity to their upper sixth form students to earn £800 on their telethon team with a bold and simple subject line that meant almost every recipient felt compelled to open!

Haberdasher Aske's School for Girls shared an email with the subject line 'Request from Mrs Davies' to ask recent leavers to send in videos sharing their experience at university or on gap years, which had an open rate of over 90%. It's a good idea to reference well-known or senior members of staff in your subject lines.

School	Email subject	Number of recipients	Email open rate %
Tonbridge School	Earn over £800	156	97.4
Tonbridge School	Welcome to the Tonbridge Society	161	92.5
Haberdashers' Aske's School for Girls	A message from Rose Hardy	1760	90.7
Haberdashers' Aske's School for Girls	A request from Mrs Davies	253	90.5
Princethorpe College	Virtual Prize Giving Ceremony - Joining Instructions for Friday 20 November - 6.30pm to 8.00pm	101	90.1
Lady Eleanor Holles	Joining instructions for the Virtual Alumnae Reunion this weekend	155	88.4
Notting Hill Prep	Email to attendees of the NHP Quiz	118	88.1
Institute of Development Studies	Mentoring Workshop- final reminder, TODAY at 1pm	101	88.1
Haberdashers' Aske's School for Girls	An update from Habs Girls	1722	87.4
Colyton Grammar School	Headteachers Dinner 2020	181	87.3
Tonbridge Grammar School	IB Diploma collection of certificate packs Monday 4 January 2021	133	86.5
Blackrock College Union	Businessperson of the Year 2020 Online Event Today 2pm Zoom link	136	86.0
Tonbridge Grammar School	Cancelled - Collection of IB Diploma Certificates packs Monday 4 January	133	85.7
Blackrock College	Captain's Prize 2020 Prizewinners and Matchplay Draw	118	84.7
Tonbridge Grammar School	Update - IB Diploma Celebrations and Prizegiving 2020	131	84.7
Aylesbury Grammar School	A Level Certificates 2020	124	84.7
Watford Grammar School for Girls	Congratulations - You're a Fully-fledged Alumna of WGGGS!	136	84.6
Lady Eleanor Holles	LEH Alumnae Carol Service this evening at 7pm	103	84.5
Tonbridge Grammar School	Don't forget to pack your toothbrush!	120	84.2
Solihull School	Saint Martin's Old Girls Update April 2020	202	84.2





Consent: communications opt-ins

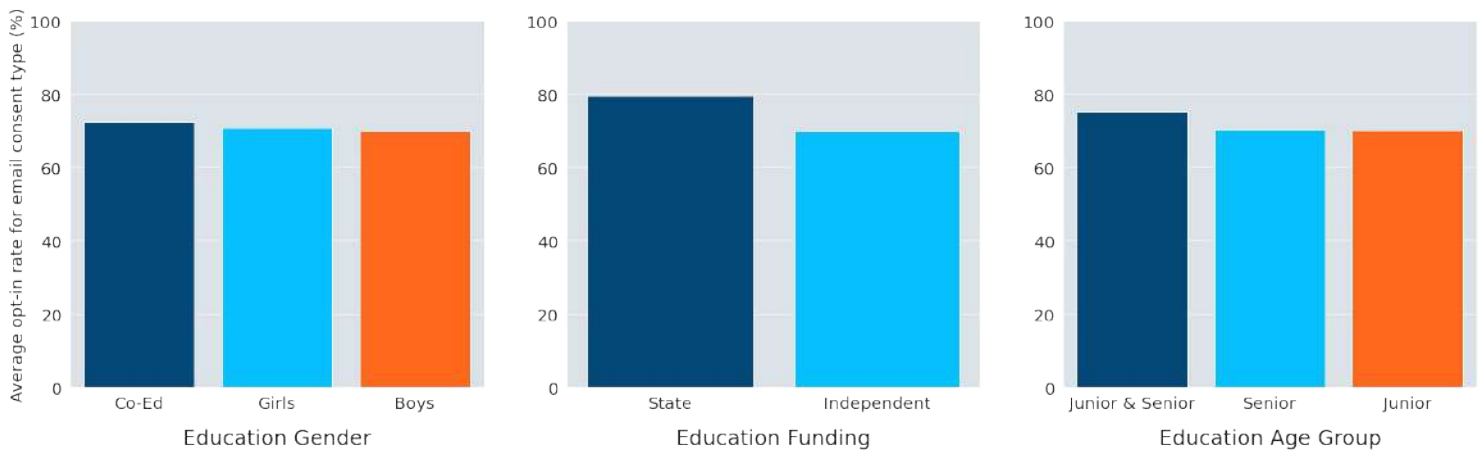
Schools are close to achieving an 80% opt-in rate for comms across the whole school community

Nearly 80% of those that were asked opted in to receive comms across school types: in particular, junior and senior combined schools saw a high opt in rate. The majority of comms opt ins were chosen while members signed up to their online communities. This means that signing up people to your community has a dual purpose: giving them access to an online portal and capturing consent and contact details.

Toucan Tip:

Add consent preference options to your registration forms.

AVERAGE OPT-IN RATE FOR EMAIL CONSENT TYPE



Bar chart 1: Average opt-in rate percentage for email type consent options grouped by customer segments
*Out of records who have an email address and have had consent options shared with them

Registrations	Other	Paper form
72%	11.6%	4.3%
Email (external)	Online profile	
3.8%	2.6%	
Web form (external)	Verbal consent	
1.8%	0.4%	

Toucan Tip:

By including a step to confirm consent preferences in your online profile registration, you can tailor your communications and ask your members whether they want to receive fundraising comms.

Registrations to community sites were the highest driver of consent preferences captured, followed by paper forms, external emails and online profiles. Web forms (a new feature added in 2020) are becoming an increasingly helpful way to ask people to update their consents, logging directly in the database.

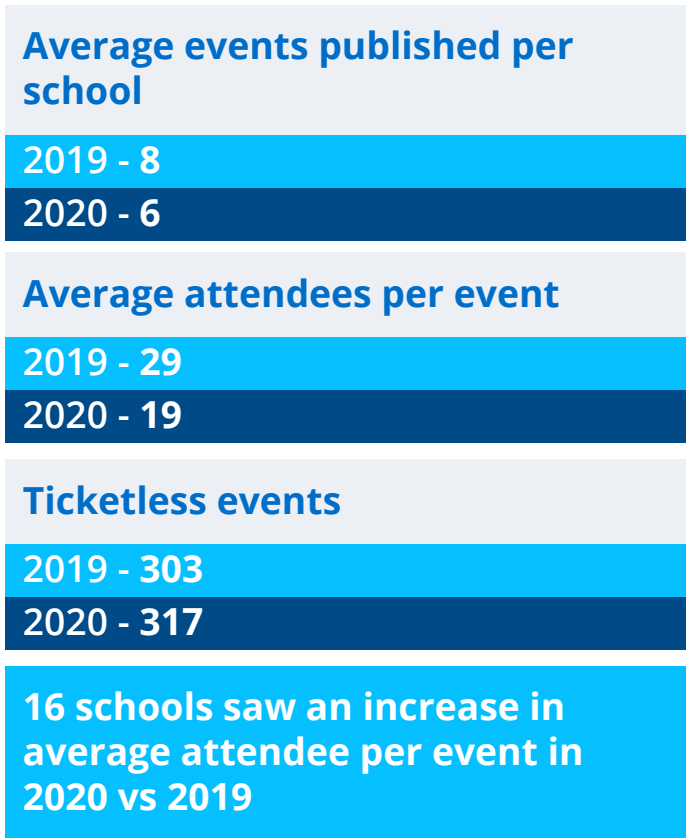
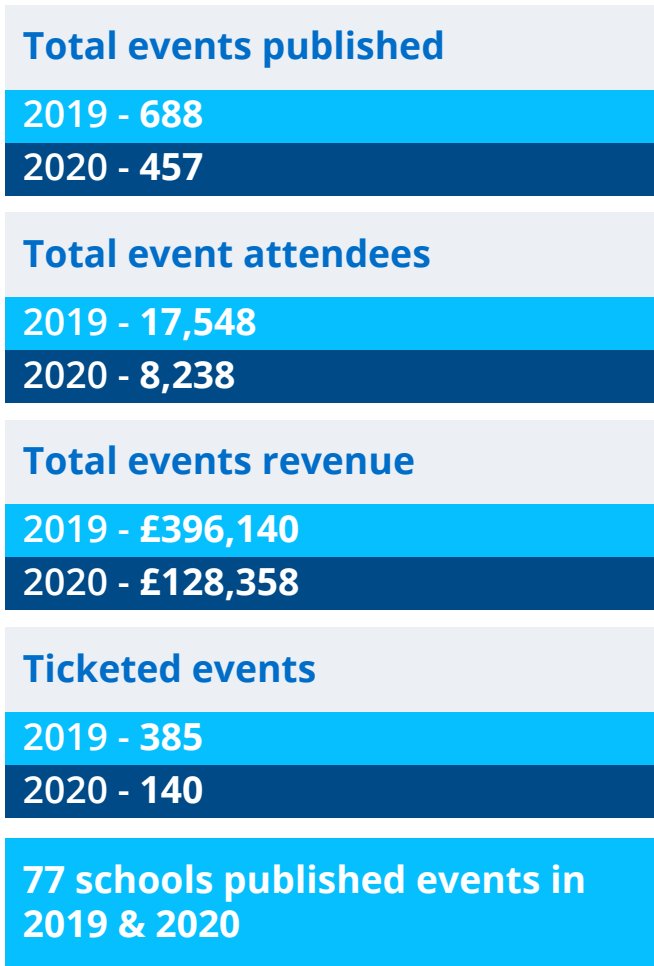




Events: in numbers

Events attendance down by 35% and schools published 25% fewer events on their community websites in 2020

One of the major effects of the pandemic was the lack of in-person events, which have typically formed a large proportion of alumni relations and development activities. While event statistics took a hit in 2020, it was encouraging to see so many development offices take the leap over to virtual meetups, with more ticketless events and smaller attendee numbers. Schools published 6 events on average, with 18 attendees per event.



“We've offered regular online talks which were free to attend and covered a wide range of topics given by other Old Girls which meant that there was something of interest to most people throughout the year. The sign up process was easy and by having the talks online it meant that lots of our alumnae who may previously not have been able to attend (with caring responsibilities, or who are not local) could join in or indeed watch again by the recording we would make for each talk.”

Faye Anderton, St Helen & St Katharine School





Events: listings through the year

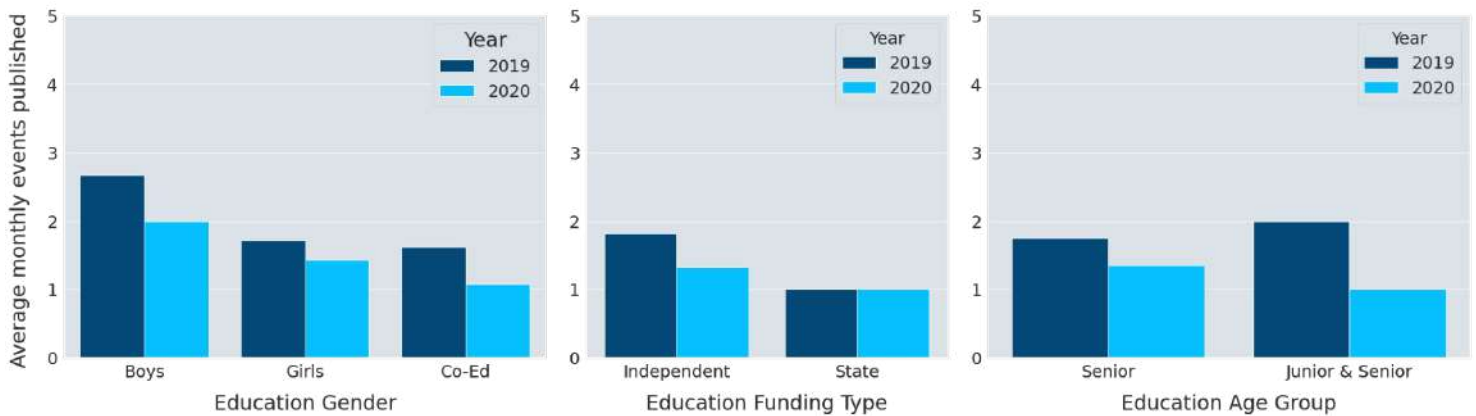
Schools sustained 2/3rds of event programmes in 2020

From virtual AGMs to inspiring talks, development teams have been working hard behind the scene to engage their school communities without their traditional events programme. While overall events decreased during 2020, events spiked in each lockdown.

While everyone is looking forward to getting together in person, virtual events have provided an opportunity for community members who are living internationally to join in with events for the first time.

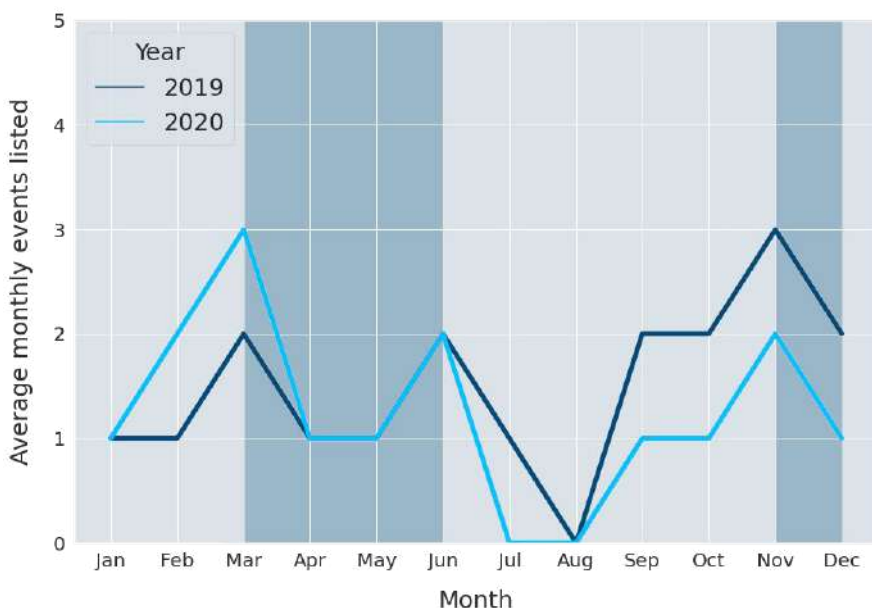
St Alban's High School for Girls have hosted a range of smaller virtual events, including coffee mornings with their Headteacher, which have proven popular and were fully booked. Attendees valued the time to have in-depth conversations with a small intimate group.

AVERAGE MONTHLY EVENTS BY SCHOOL TYPE



Bar chart 1: Average monthly events listed in 2020 across all schools grouped by segments.

AVERAGE MONTHLY EVENTS LISTED 2019/ 2020 BY MONTH



Toucan Tip:

Check out our [guide to virtual events](#) for ideas and advice on hosting a successful virtual events programme.

Timeline: Average monthly events listed for all schools
Dark blue areas highlight the 1st & 2nd UK lockdown period.





Events: event attendance

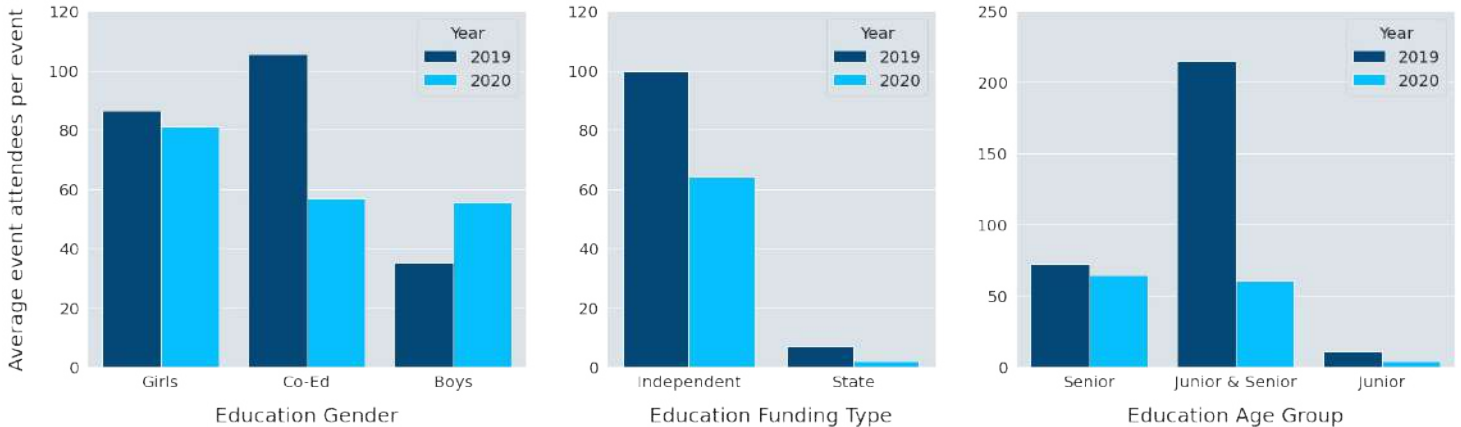
Boys' schools see an increase in event attendees per event in 2020

While there was a dip in event attendees during 2020 due to the lack of in-person opportunities, some school types still saw healthy attendee numbers. Senior school attendee numbers only decreased slightly, along with girls schools, while boys schools saw an increase in 2020.

Toucan Tip:

Events are a great way for your community to add new data to their own records.

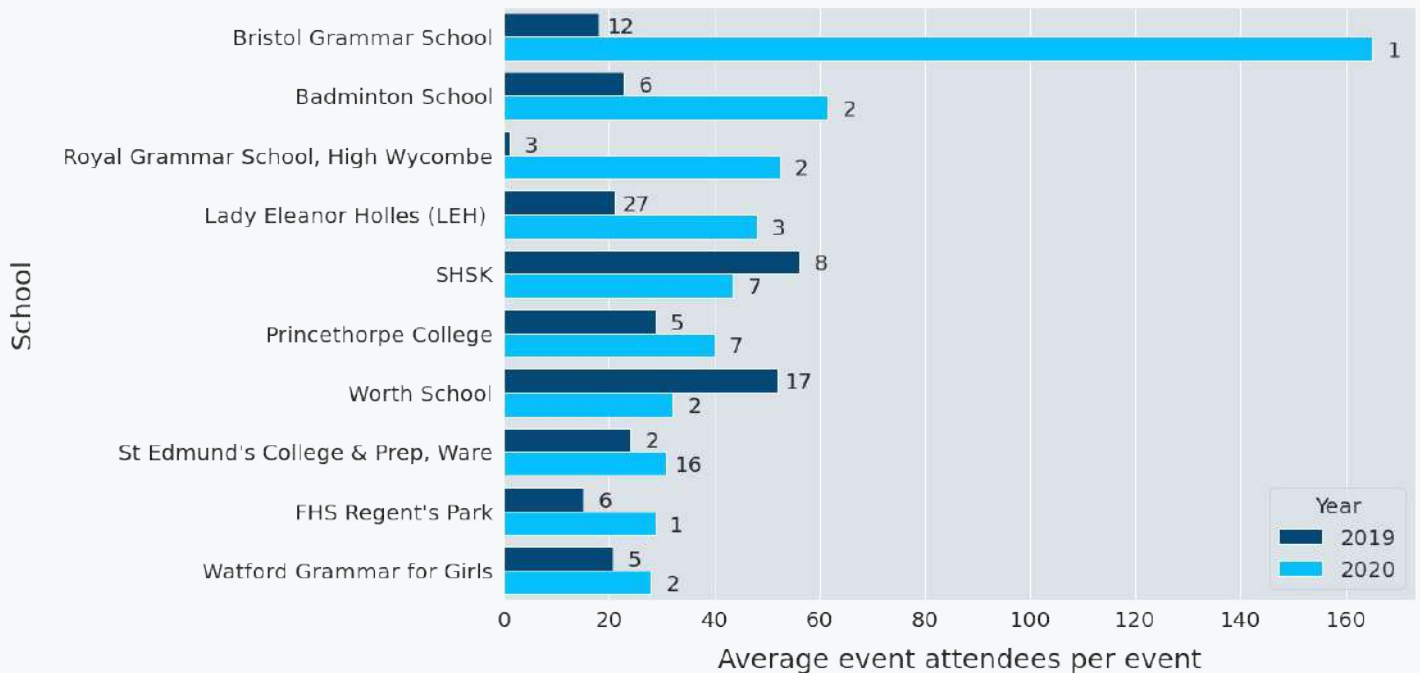
AVERAGE EVENT ATTENDANCE, BY SCHOOL TYPE



Bar chart 1: Average event attendees per event across all schools grouped by segments

AVERAGE EVENT ATTENDANCE, TOP 10

As schools hosted virtual events in 2020, these 10 schools achieved the highest average number of attendees per event; several schools had a higher average of attendees in 2020 than 2019!



Bar chart 2: Top 10 schools with the highest average event attendees per event in 2020

*The numbers represent the total number of events listed

Data explanation:

- Event attendees: Records with response status = 'Accepted' or Records with attendance status = 'Attended'
- Customers with 0 events published in 2019 & 2020 were excluded from the analysis.



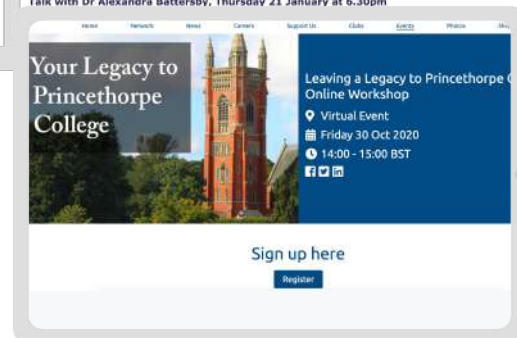
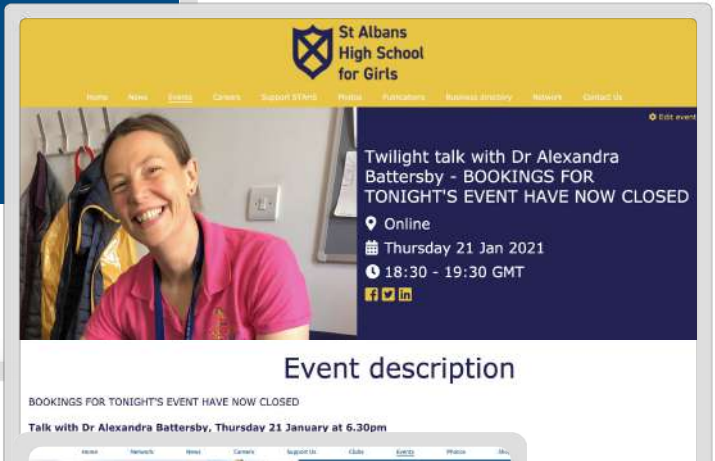


Snapshot: Popular events in 2020

With the majority of events in 2020 held virtually, it was a test-and-learn experience for many development offices, with some brilliant successes as a result! Princethorpe College held their first virtual reunion with their oldest alumni, while St Albans High School for Girls and Solihull School hosted popular careers talks with members of their alumni community, providing some much-needed inspiration for younger students and alumni in the midst of lockdown.

Toucan Tip:

Why not try expanding the audience for a would-be local event, into a national or even international one? Enable your international community to join by choosing times that work well for different countries, and pairing up where you can (e.g. US/UK).



“ We plan to continue with a hybrid of online events along with the traditional in person events once we are able to. We plan to hold a large celebratory alumnae day in the autumn to welcome back our Old Girls to the school. Our development work continues to grow in pace thanks to- the increased engagement we have built with our community during the past 12 months. ”

Faye Anderton, St Helen & St Katharine School





News articles: 2020

Schools publish 42% more news articles vs 2019

Schools published 4,132 news articles in 2020, with over one million views in the same year (1,086,552). Schools were encouraging members to engage with content by tagging 1,348 records in stories, triggering a notification to tagged members.

Many schools provided their communities with COVID updates or advice, with 108 articles published in 2020 referring to the pandemic. Popular news categories included News, School, Alumni, Obituaries, Events & Foundation.

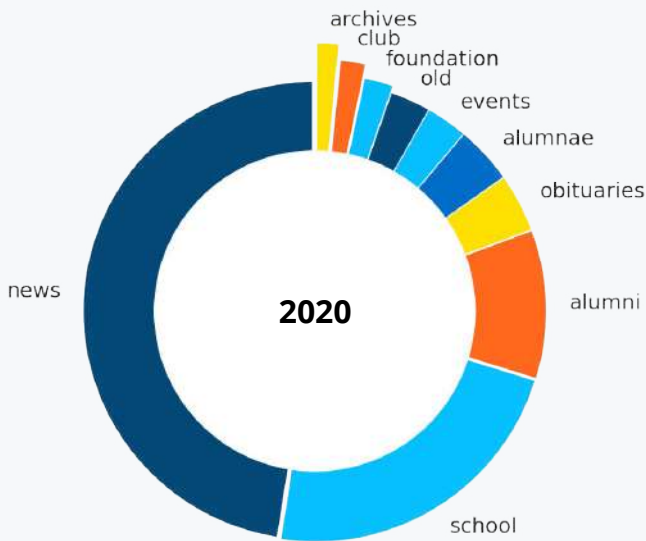
Did you know

108 articles contained the following words in the news article short description:

- Covid-19
- Coronavirus
- Hardship
- Pandemic

Making up 3% (32,973) of the total numbers of views.

SPLIT OF NEWS ARTICLE CATEGORIES



Pie chart: The top 10 most frequently used news article category published in 2020

“ In the absence of our usual events programme, we focused on creative ways to further engage alumni. We asked how they were best adapting to life during lockdown, and also requested that those who work for the NHS get in touch with a brief word on how they tackled the challenges faced. This resulted in April’s publication of a collection of inspirational stories, each detailing how alumni were creatively transforming their day to day lives indoors. This in turn inspired others to write in and connect with one another on the alumni network. ”

Claire Brazer, FHS Regents Park

Hosting events virtually has made it easier to record and share post-event; Campbell College shared their Virtual Speech Day on both their alumni site and wider school community. Royal Grammar School High Wycombe invited their community to a Virtual Prize Giving and shared the agenda in an article, also including a photo gallery of students to be honoured.

Some of the most popular articles in 2020 focused on reconnecting alumni with the school community; admins reached out to their online community to help them find lost Old Boys at John Lyon School and Tonbridge School.



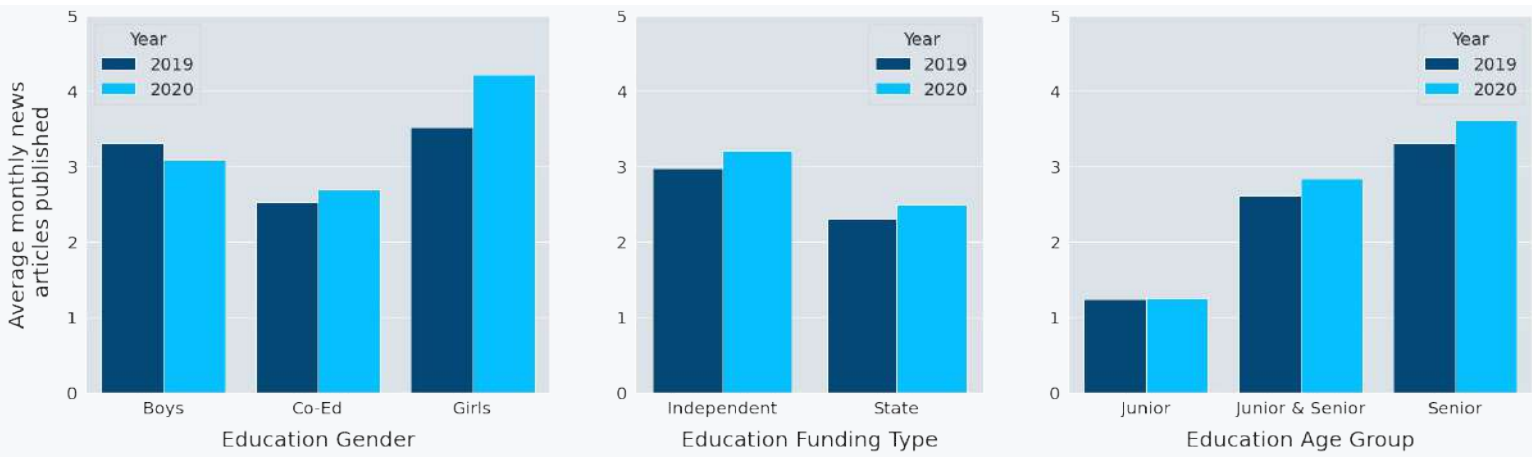


News articles: by school type

Schools published almost double the number of articles per month in 2020 than in 2019

As communities came together online more than ever before during the first lockdown, ToucanTech customers shared articles to keep their communities up-to-date. Sharing 50% more content in 2020 than in the previous year through March to June, ToucanTech customers took the opportunity to share lockdown updates with community members from their school and network. Overall, 4,314 articles were shared in 2020 compared to 3,095 articles in 2019.

AVERAGE NEWS ARTICLES PUBLISHED BY SCHOOL TYPE



Bar chart 1: Average monthly news articles published across all schools in 2020 grouped by segments.

AVERAGE NEWS ARTICLES PUBLISHED BY MONTH



Timeline: Average monthly news articles published for all schools. Dark blue areas highlight the 1st & 2nd UK lockdown period.



Toucan Tip:

Use the news scheduling tool to maintain a content output over the Summer.

ToucanTech administrators shared more content in 2020, particularly during the first lockdown in the UK, while dipping during the summer months while schools were on holiday.

Data explanation:

Schools that had not published any articles in 2019 nor 2020 were excluded from the analysis.



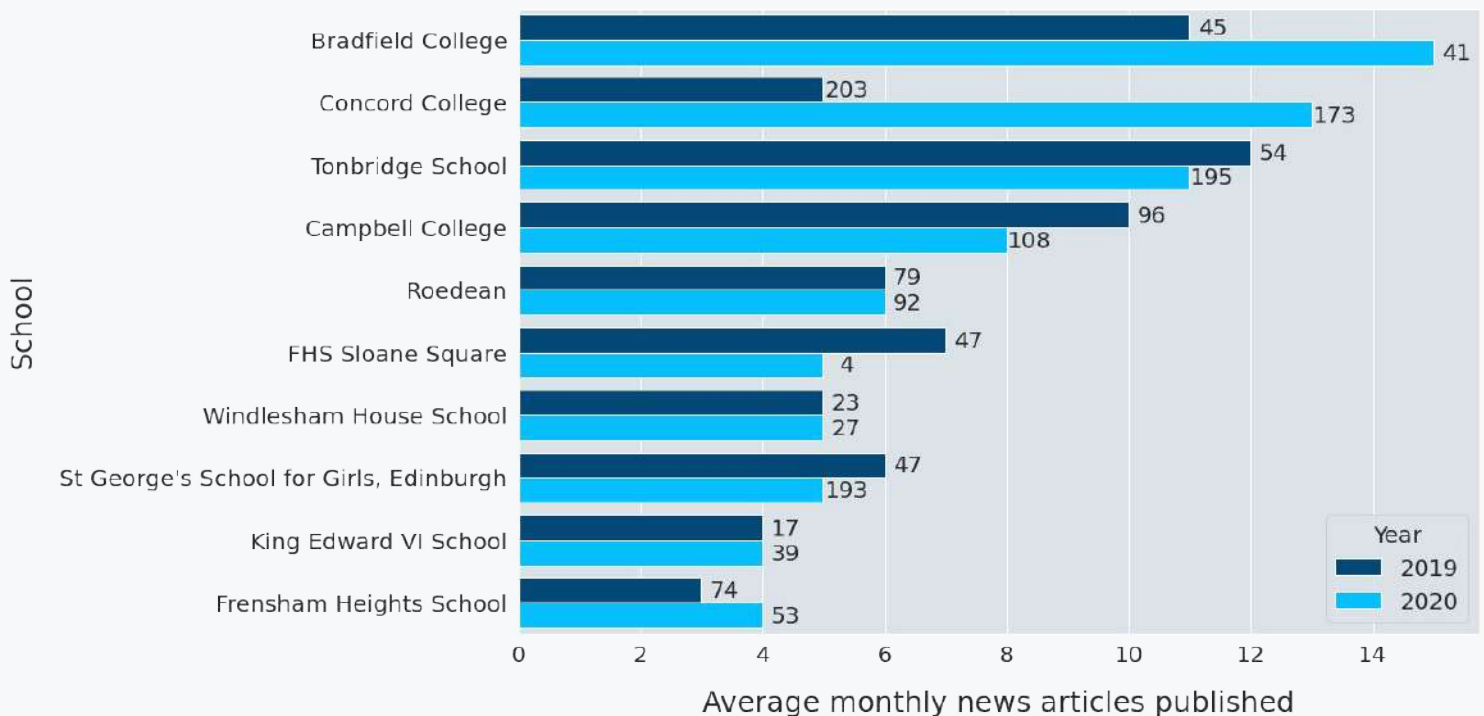


News articles: top 10 schools by average monthly published articles

30% of the schools publishing the most news articles have increased their output in 2020

The Bradfield Society share news from across the school and wider community, with separate categories for news from the College, Bradfieldian stories, reunion and event updates, and 'Support the College' related content. They regularly share stories of how funds raised in the Bradfieldian community are supporting students at the College. Having separate news categories helps users to find the news they want to read, and admins can tag articles with secondary tags to pull into multiple categories.

TOP 10 SCHOOLS PUBLISHING ARTICLES IN 2020



Bar chart 1: Top 10 schools with the highest average number of news articles published by admins in 2020

*The numbers represent the average number of views per article

Most of the top 10 schools published fewer articles per month in 2020, however views have remained fairly consistent, or increased in some cases such as Tonbridge School, St George's School for Girls and Roedean School.

Of the overall sample, 50 schools saw an increase in views per article in 2020 compared to 2019.



Toucan Tip:

Make the most of your content by including it in your newsletters: use the ToucanTech email engine to automatically pull your latest news into your template.



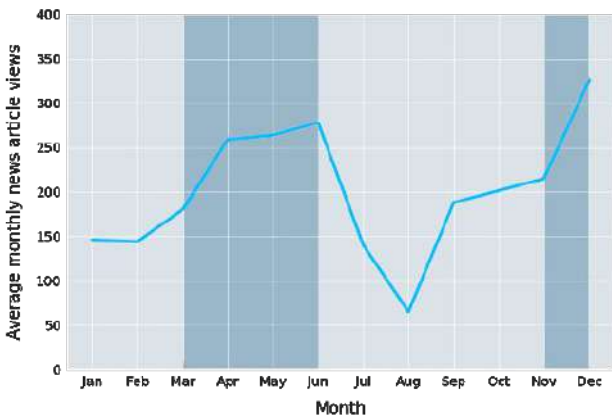


News articles: views

Readership increases for 9/10 of the top 10 schools for news article views in 2020

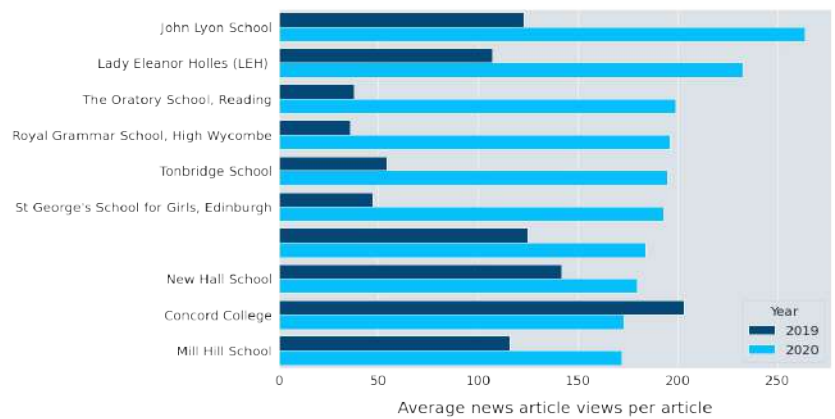
Over 1 million views of news articles were recorded in 2020, with a significant increase of views between April to June 2020 coinciding with the first national lockdown in the UK, signalling that communities were more engaged digitally during this time. Of the schools that achieved the top 10 views, 9 out of 10 saw an increase in 2020 over 2019.

AVERAGE MONTHLY NEWS ARTICLE VIEWS IN 2020 FOR ALL CUSTOMERS



Timeline 1: Monthly average news article views for schools. Dark blue areas highlight the 1st & 2nd UK lockdown period.

TOP 10 SCHOOLS IN 2020 FOR NEWS ARTICLE VIEWS



Bar chart 1: Top 10 customers with the highest average news article views per article in 2020

“ Our alumni seem to love reading about the history of the School and we are very fortunate to have a school magazine dating back to 1890 as an amazing source of information – we often re-publish material from the older copies in our website news. A fairly recent article on the website with reminiscences from an alumnus of the 1950s had a very good read rate, probably aided by some very high quality pictures of former teachers of that era. This provoked so many replies and memories about the teachers that we wrote a follow up article.

For the younger alumni, photos from reunions or photos of their age group at school tend to have a high click rate. We often include a quite few photos from the gallery in the news article in the hope that will encourage interest in logging in to see the whole gallery.

Suzannah Chirnside, John Lyon School



Data explanation:

- Schools with 0 news articles published in 2019 & 2020 were excluded from the analysis.

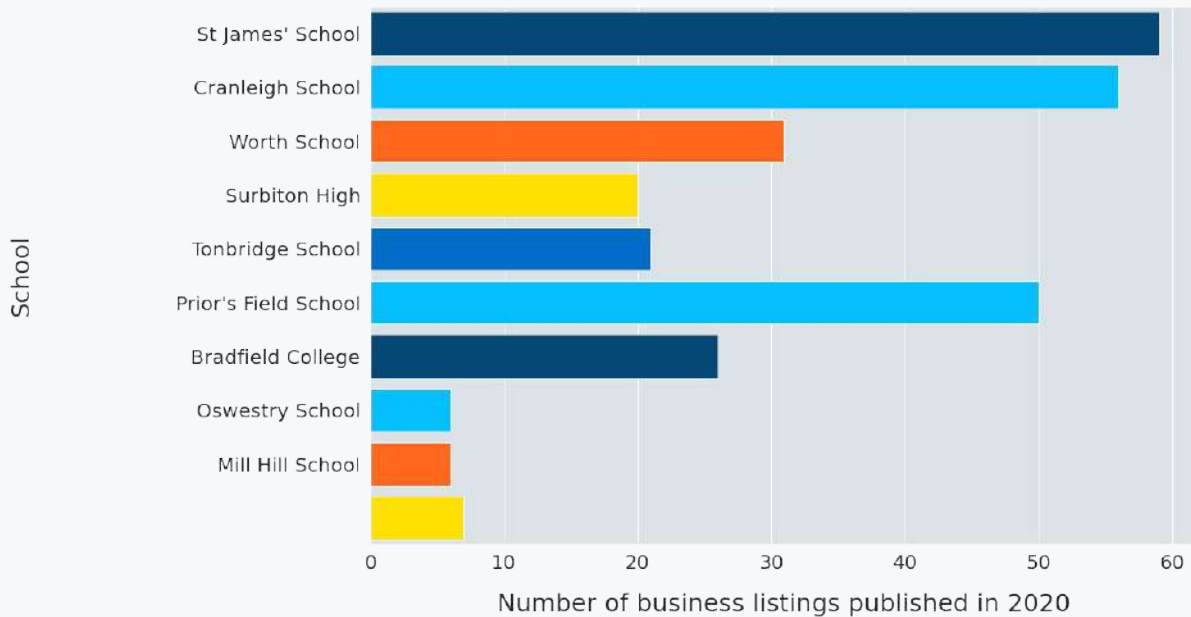




Business listings: top 10 schools for publishing business listings in 2020

In 2020, ToucanTech launched the business directory feature, which enabled school communities to advertise local and small businesses to members. Over 200 business listings were published in 2020.

TOP 10 SCHOOLS PUBLISHING BUSINESS DIRECTORY LISTINGS 2020



Bar chart 1: Top 10 schools with the highest total number of business listings published (by admins & user submitted) in 2020

As their usual annual Christmas fair could not go ahead in person, St James School used their business directory to share local, alumni and parent-owned businesses on their site. Showcasing businesses from beautiful handmade Christmas cards to afternoon tea delivery service, this was a great initiative to support small businesses at the end of a difficult year.



- Home
- Network
- News
- Careers
- Clubs
- Photos
- Resources
- St James Art Sale



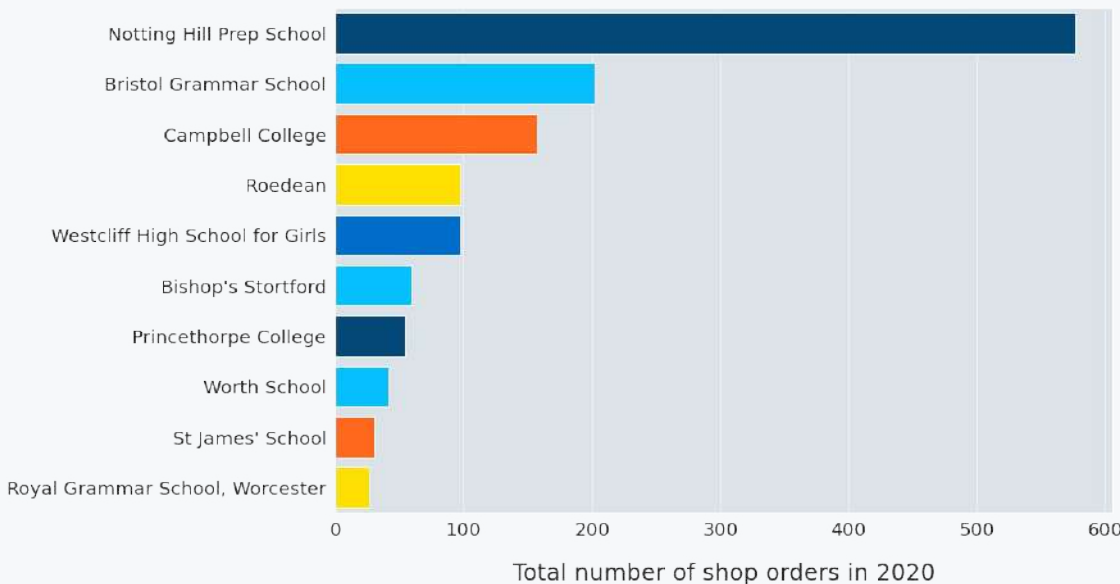


Shop orders: top 10 schools for number of shop orders in 2020

Having listed 252 items in their respective online shops, ToucanTech schools received a total of 1,486 total shop orders in 2020, equating to a combined revenue of £60,022.80.

Online shops set up on community sites became a popular way for schools to maintain a level of revenue generation and engagement, used for a variety of purposes from auctions to art sales to school merchandise gift shops. ToucanTech customers got creative with their product ranges - read some of their ideas on the following page.

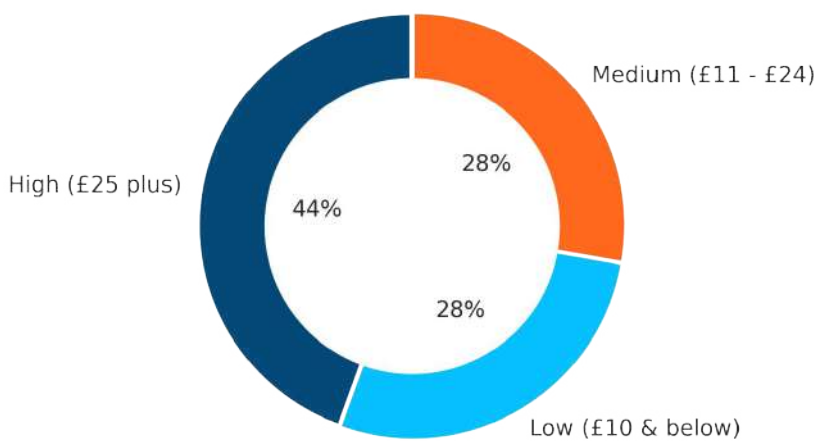
VOLUME OF SHOP ORDERS BY TOP 10 SCHOOLS



Notting Hill Prep saw over 500 orders in 2020 when they used their shop to sell raffle tickets for their Christmas competition.

Bar chart 1: Top 10 customers with the highest number of shop orders in 2020

AVERAGE NUMBER OF SHOP ORDERS BY PRICE



Campbell College have been making the most of their shop to raise funds by adding options to purchase newsletter subscriptions, a range of merchandise, and in true 2020 style, branded face coverings!



Pie chart 1: Average number of shop orders in each price range, based on average product price.



Top tips to make your online shop a success - courtesy of Bishop's Stortford College

1. **Traffic generator**

We see the shop as less of a fundraising initiative and more of a channel to attract people to visit our ToucanTech site. Therefore, while everything is profitable, items are priced with low profit margins to attract traffic.

2. **Quality**

We research our merchandise extensively and only opt for excellent quality items which people will want to buy and use, and we do market research with our customer demographics to gauge interest and pricing.

3. **Urgency & rarity**

The most popular item last year was our bespoke bone china Christmas bauble, which was limited to just 50; these sold out in just a few days. In order to make them feel even more special, we had some limited-edition cards printed, stating which number out of 50 their bauble was, with an authentication signature. We took to social media highlighting the rarity of the opportunity and had great success.

4. **Involve the community**

We surveyed all pillars of our community by e-mail and asked them to provide us with three words that sum up their time at Bishop's Stortford College – we collated the results and used many of the more popular words on a specially commissioned bone china mug commemorating the College. This has been featured on the website and also on social media advertisements.

5. **Pupil engagement**

We offered a variety of work experience options for 6th formers, and one of the activities was photography for the shop – therefore most of the photos featuring the merchandise on our site were taken by pupils. The 6th formers are credited with the photos, and we also ran a news article profiling their participation which we then shared on social media channels as well! This drew more positive attention to the shop and the ToucanTech site, especially for the parent demographic.

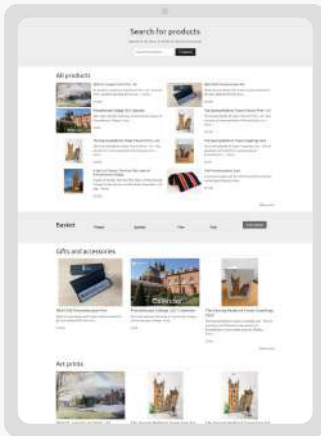
6. **A personal service behind an online shop**

We have offered a very personalised shop service throughout; all items are boxed beautifully for postage or collection in person. Occasionally, our Community Coordinator has even same-day hand delivered items to local addresses - we don't advertise this as a service but have found it to be a great, unexpected way of brightening someone's day, building goodwill and loyalty while creatively connecting with our community in these challenging times.





Snapshot: Successful shop pages in 2020



“We launched our online shop in 2019 and it has been really popular in the last year or so. We already had a pre-existing range of great merchandise that we would sell at events so selling these items online immediately generated some interest. We also commissioned a new piece of art and had prints produced to generate funds for our Bursaries campaign. This proved extremely popular as it was the first new painting of the school in 20 years. In line with feedback from alumni we brought in two new items in late 2020 – a gift-boxed pen with the school logo and a reprint of a 1991 painting which was frequently asked for. Our best selling items are the art prints and our book about the history of the school, which was commissioned for our 50th Anniversary.”



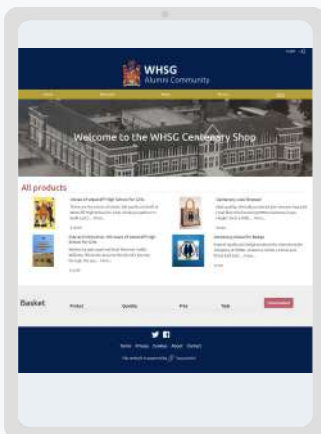
Chris Lee, Princethorpe College



“The Worthian Business Directory has grown from us identifying several handpicked companies across a range of industries, and we’ve had booming sales of merchandise thanks to our Worth branded face masks bringing people to our Shop.”



Mary Louise Burge, Worth School



“For me it was very important that the shop was all set up in time for the launch of our site in November as I wanted it to be a driving force to encourage people to visit our site. It was featured in our initial email sent to all alumni with a button to click through to order the items and press releases were sent to local press with details of the online shop and the new online community. We are also fortunate as the items on our site have been produced to celebrate our Centenary so as they are new items alumni have been keen to purchase them.”

In terms of tips I'd say ensure there are quality photos with clear descriptions and ensure the P&P covers costs without being too greedy and do a press release to local media to engage with new alumni. We've had alumni from across the world order the books so ensure to check the various postage rates for worldwide destinations. One of my aims for this year is to convert those that have purchased products via the shop to sign up to the site so that we can engage with them more.”



Lucy Lock, Westcliffe High School for Girls



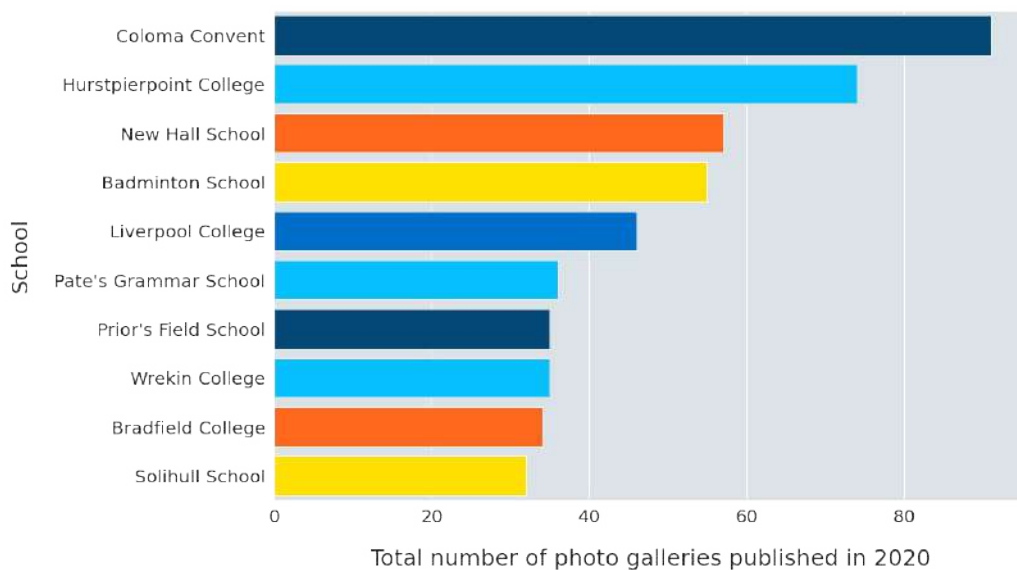


Photo galleries: galleries published

The number of galleries published increased by 36% compared to 2019, with four schools publishing more than 50 photo galleries each during 2020.

During 2020, development offices worked hard to connect their communities and bring people together virtually. A popular way to do this was to share photo galleries for their communities to reminisce on. Each of the top 10 schools publishing photo galleries shared over 30 galleries in 2020, with Coloma Convent publishing over 80 galleries. The most popular photo gallery names included 'dinner' (9.5%) and 'reunion' (11.2%), suggesting that photos of events were a popular choice!

VOLUME OF PHOTO GALLERIES PUBLISHED BY TOP 10 SCHOOLS



Toucan Tip:

Use photo galleries to encourage new online profile registrations - you can hide photo galleries behind a log-in so users have to register to view!

Bar chart 1: Top 10 schools with the highest number of photo galleries published in 2020

“Coloma is fortunate to have a large photo archive with many photo donations being made from former pupils over the years. We also know that many former pupils like to get in touch with the school to reminisce about their time at Coloma and we decided it was time our photos were made available for all to see. Lockdown was the perfect opportunity to get ahead on such a task. It took a long time to do and needed a natural daylight lamp for the digitalising, but the whole process has been worth every minute! The photos have been welcomed by our community and our site has almost doubled in the number of online members since our launch. We would still like to add some other memorabilia to our archives and some more detail to the pictures, so it is still very much evolving.”

Liz Smith, Coloma Convent



“We found that taking old photos and school reports of alumni to lunches was a really nice way to encourage OWs to reminisce and reconnect with the school. The need to start digitising photographs, magazines and records had been acknowledged but it was clear it would be very expensive to do this professionally. Not being able to run events in person in 2020 gave the perfect opportunity to dedicate time to this, particularly because we knew that uploading the results to our Wrekin Connect sight would encourage people to become online members and future-proof the collection.”

Sarah Howells, Wrekin College



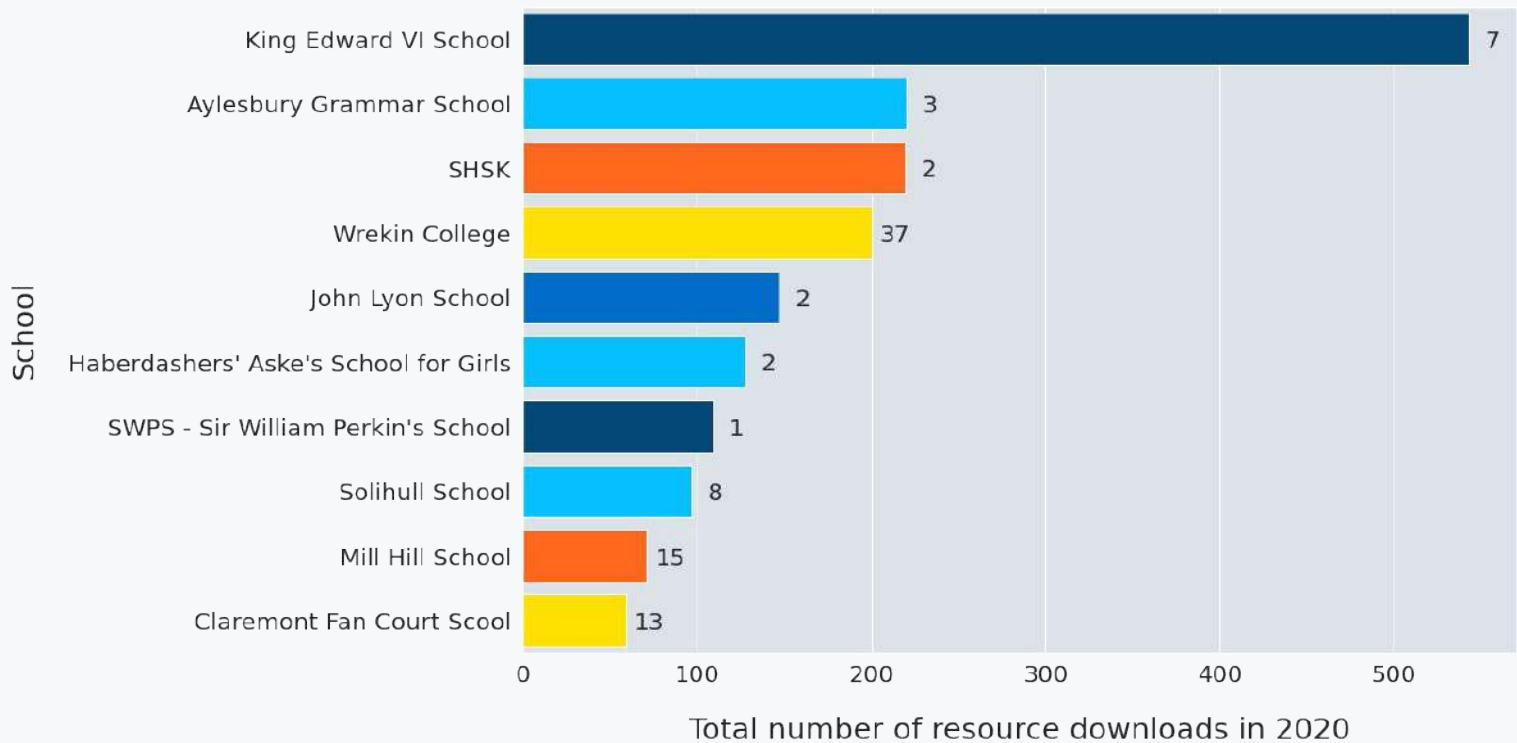


Resources: resources published

Schools sharing valuable resources receive a total of 2,276 engagements in 2020

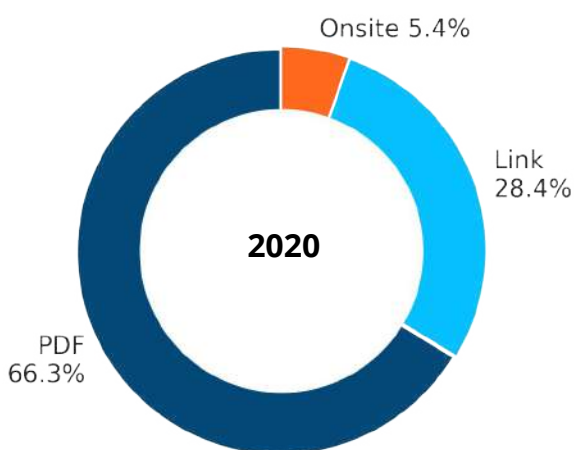
Schools can share resources with their alumni in lots of ways on their site, but it's always useful to be able to download and share information offline. ToucanTech customers have been using the resources feature to share forms, magazines and more, and have been seeing increasing numbers of resource downloads, with customers seeing in excess of 2,200 downloads from their sites in 2020.

VOLUME OF RESOURCES DOWNLOADED BY TOP 10 SCHOOLS



Bar chart 1: Top 10 schools with the highest number of resources downloads in 2020
Numbers represent the total number of downloadable resource uploaded

FREQUENCY OF RESOURCE FORMATS



Pie chart: Number of resources published in each format in 2020

King Edward VI School upload essential forms to their community site, such as their membership registration form. This encourages users to sign up and get involved in the community when they download content.

Wrekin College uploaded their old school magazines to their alumni site for users to download and read as a PDF.

Toucan Tip:

Hosting essential forms behind a log-in screen encourages members to sign up.



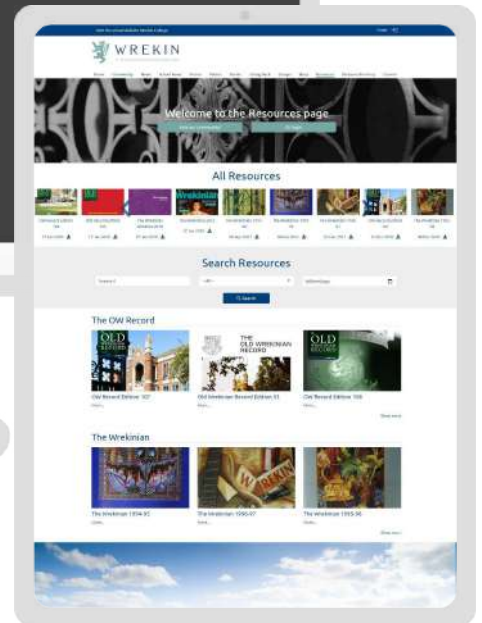
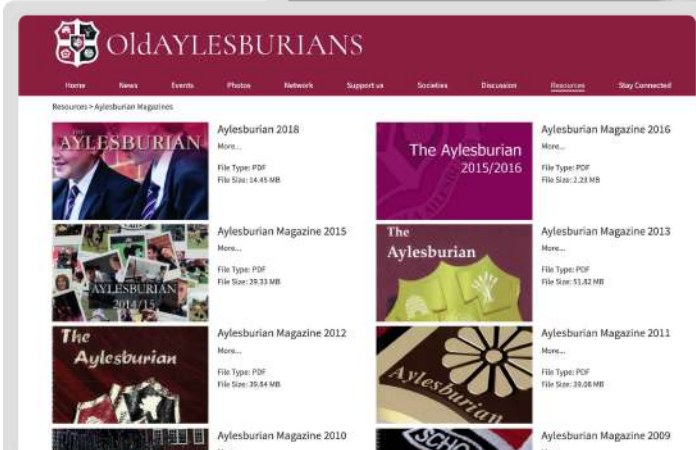
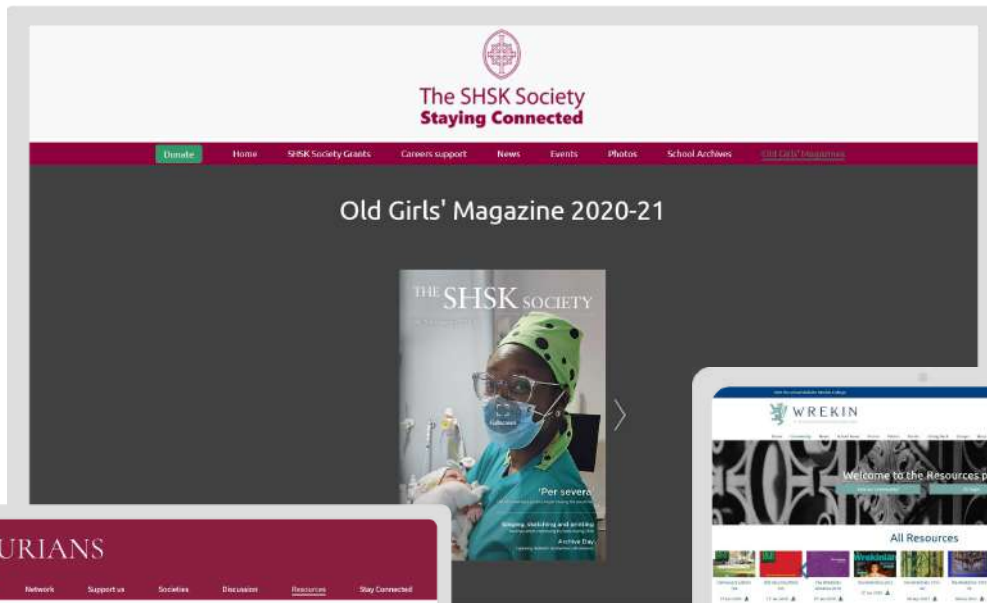


Snapshot: Popular downloads in 2020

Some of the most popular downloads in 2020 were school magazines which had been digitised and uploaded to school community sites. For older magazines, this is a great opportunity for alumni to reminisce, and for younger alumni to learn more about the history of the school. For new magazines, this is a great way to extend the lifespan of your content and provide an opportunity for those who don't receive a postal version to access all the latest information.

Toucan Tip:

As well as magazines, you can use resources to share information that people may prefer to download or print out to read, such as user guides or mentoring details.



“ We are in the process of scanning our school magazines and intend to upload them as a resource on the site. They will be "OCRd" to aid searching within them. The school has never had a proper archive despite having many items which need archiving. We plan, to digitise many of these to allow them to be shared freely on the website. ”

Roger Peach, Liverpool College



UK Schools 2020:

Making donors from the data

Let's look at the breakdown of donations received by our the schools in this sample, comparing 2020 results with the year before, giving patterns across demographics and sharing tactics that seem to be driving fundraising activity in the midst of a pandemic.



Data universe for fundraising schools

Of the 124 schools featured in this report, 64 were fundraising actively in both 2019 and 2020 - 51.6% of the report sample.

These schools represent a mix of independent and state, with development offices big and small and new and established.

The analysis focuses on paid donations (received payments) of more than £1 in 2019 and 2020.

Here's an overview of the data set from the **64 schools, as of 31 December 2020:**

- **6,240** donors in 2020
- **1,965** records were new donors in 2020
- Total fundraising income 2020 - **£6,695,249.38**
- Average fundraising income per school - **£103,455.71**
(there was a wide range across the sample from schools raising a few thousand up to £1.5m)

The data is comprised of donors who have made at least one payment in the year, along with data associated with the donor.

A hierarchy was used when classifying donors who are in multiple user groups:

1. Former student
2. Current parent
3. Former parent
4. Current staff
5. Former staff
6. Other
7. Current student

For example, if a donor is in both the 'Former student' and 'Current staff' user groups, they would be classified as 'Former student' for analysis purposes.

Of these schools, 49 were independent schools, and 15 were state schools.

Fundraising definitions used in this report:

Donation:

The amount pledged and/ or received


Payments:

Individual instalments making up the donation (some donations have a single payment)

Fundraising income:

Money received from donor in the year





Location of schools that are actively fundraising

Meet the schools: the fundraising sample

In 2019

- **6,977** donors made a payment
 - **6,778** individual records
 - **199** organisation records
- **2,387** were new donors (first donation logged in 2019) **34%**
- Average number donors per school - **109**
- Total fundraising income - **£8,479,228**
- Average fundraising income per school - **£132,487.94**
 - Median (per school) - **£53,034.16**
 - Max (per school) - **£681,022.00**
- Average fundraising income per donor - **£1,217.06**
 - Median (per donor) - **£180.00**
 - Max (per donor) - **£500,000.00**
- Total number of payments made - **218,751**

In 2020

- **6,240** donors made a payment
 - **6,124** individual records
 - **116** organisation records
- **1,965** were new donors (first donation logged in 2020) **31%**
- Average number donors per school - **98**
- Total fundraising income - **£6,695,249**
- Average fundraising income per school - **£103,455.71**
 - Median (per school) - **£32,189.59**
 - Max (per school) - **£1,478,265.62**
- Average fundraising income per donor - **£1,075.02**
 - Median (per donor) - **£165.83**
 - Max (per donor) - **£783,388.00**
- Total number of payments made - **182,595**





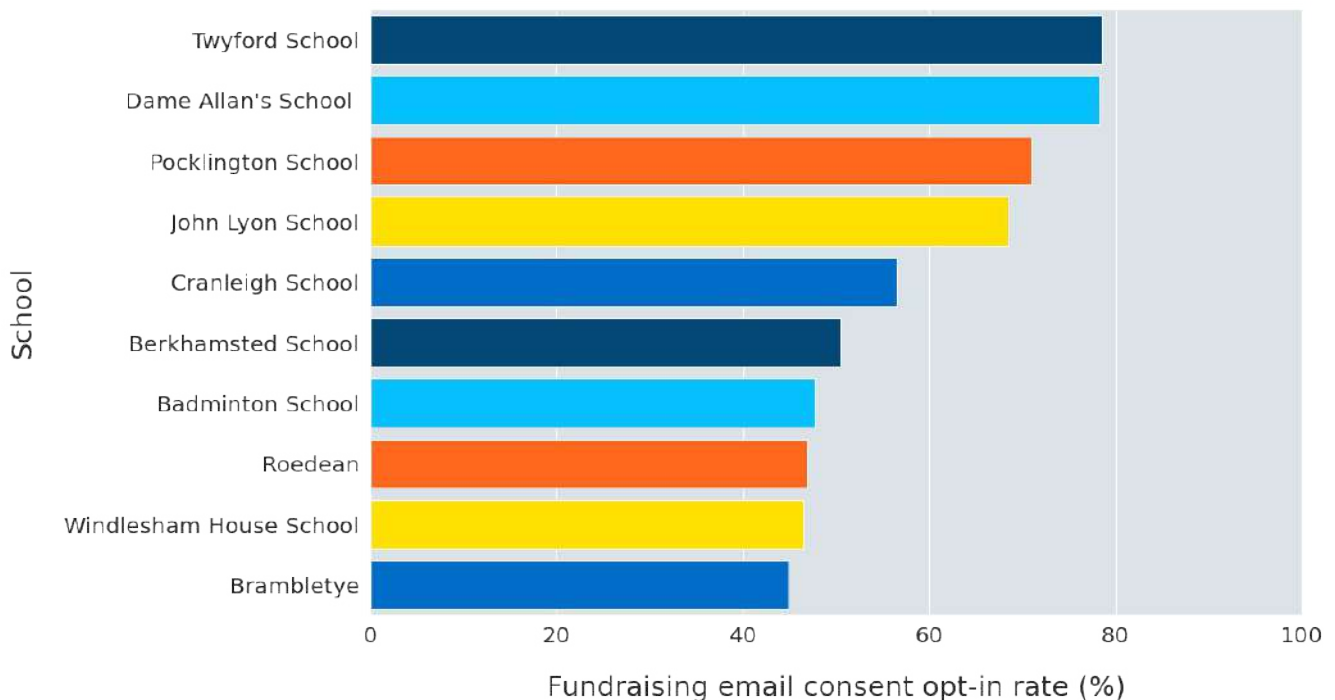
Fundraising: consent

Schools achieve an average fundraising comms opt-in rate of 44.6%

In 2020, schools serving a fundraising communications consent question received a 44.6% opt-in rate on average, with the highest opt-in rates achieved by Twyford School, John Lyon School, Pocklington School and Dame Allan's School. By opting in members to receive fundraising communications, they can separate this consent from their 'normal' email consent; meaning a member can choose to hear about fundraising campaigns even if they do not want to receive regular newsletters etc.

- 22 schools had fundraising specific email consent options
- Average opt-in rate - 50.0%
- Average number of records opted in per school - 548
- Highest opt-in rate - 78.3%

TOP 10 SCHOOLS WITH FUNDRAISING COMMS OPT-IN



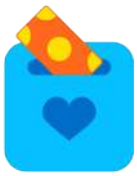
Bar chart 1: Top 10 schools with the highest fundraising email consent option opt-in rate.

Toucan Tip:

Use simple wording for your fundraising consents and make it clear that you might send communications via email (to comply with UK PECR regulations). Try asking people to update their consents at different interactions with you - e.g. when signing up to your community, when registering for an event or when updating their contact details via an online form.

Example wording: **"I'm happy to receive occasional fundraising updates by email."**





Fundraising income 2020: in summary

Average fundraising income per school

£103,455.71

- 21.9%

Average fundraising income per donor

£1,075.02

- 11.7%

THE NUMBERS - 2020

School segments	Average number of donors	Average fundraising income (£ per donor)	Average fundraising income (£ per payment)	Average fundraising income (£ per school)
Boys (12)	142 (max-461, min-1)	£19,172.43	£1,599.58	£226,873.72 (max - £783,388.00, min - £3.00)
Girls (12)	79 (max-483, min-1)	£9,280.41	£904.67	£61,096.04 (max - £112,583.20, min - £1.18)
Co-Ed (39)	92 (max-582, min-1)	£35,213.18	£775.82	£83,066.98 (max - £312,500.00, min - £2.46)
Independent (49)	64 (max-582, min-1)	£77,639.54	£1579.44	£77,639.54 (max - £783,388.00, min - £1.18)
State (14)	220 (max-539, min-1)	£7,846.90	£560.13	£123,308.49 (max - £309,955.62, min - £1.50)
Junior (7)	22 (max-75, min-1)	£69,525.24	£10476.41	£218,507.89 (max - £783,388.00, min - £5.00)
Junior & Senior (16)	80 (max-582, min-1)	£9,776.38	£612.94	£48,881.90 (max - £75,000.00, min - £2.00)
Senior (40)	120 (max-539, min-1)	£36,529.86	£912.11	£109,589.59 (max - £312,500.00, min - £1.18)

Table 1: Breakdown of fundraising figures by school segments





Fundraising income 2020: deepdive overview

THE NUMBERS - 2020 DONORS BY USER GROUPS

	Former student	Current parent	Former parent	Current staff	Former staff	Other user groups	Organisation
Donation amount in 2020	£1,932,090.14	£2,287,971.47	£1,155,529.14	£12,765.16	£35,272.46	£223,242.87	£1,007,363.65

Table 1: Breakdown of total fundraising income by user groups

THE NUMBERS - 2020 DONORS BY AMOUNT BRACKET

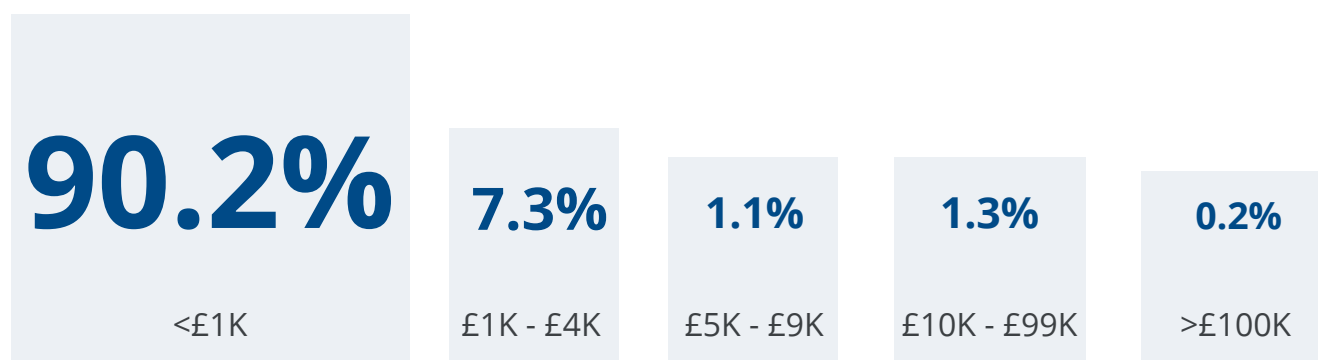


Chart 1: Number of donors as a percentage of total number of donors by fundraising income band

Fundraising income band	Total fundraising in 2019 (£)	Total fundraising in 2020 (£)	Number of donor in 2019	Number of donor in 2020
<£1K	£1,290,187.34	£1,060,734.42	6211	5595
£1K - £4K	£836,431.67	£780,916.51	497	454
£5K - £9K	£702,092.49	£394,546.64	119	66
£10K - £99K	£3,127,741.26	£2,090,388.82	128	79
>£100K	£2,522,772.56	£2,368,464.82	12	10

Table 2: Breakdown of total fundraising income by user groups

Data explanation:

- User group hierarchy used here.





Fundraising income 2020: deepdive overview

THE NUMBERS - 2020 DONORS BY AMOUNT BRACKET

Fundraising income band	Average fundraising income per donor from Former student (£)	Average fundraising income per donor from Current parent (£)	Average fundraising income per donor from Former parent (£)
<£1K	£184.97	£209.52	£192.27
£1K - £4K	£1,660.72	£1,704.74	£1,789.72
£5K - £9K	£5,733.11	£6,276.49	£6,249.00
£10K - £99K	£29,634.32	£20,495.85	£18,400.00
>£100K	£206,360.00	£203,318.54	£441,694.00

Table 3: Breakdown of average fundraising income per donor by fundraising income band for Former students, Current parents and Former parents

	Former student	Current parent	Former parent	Current staff	Former staff	Other user groups	Organisation	Male*	Female*
<£1K	1770	2703	431	83	43	424	59	1251	884
£1K - £4K	135	215	37	4	3	21	28	97	32
£5K - £9K	21	25	5	0	1	4	11	17	6
£10K - £99K	30	30	6	0	1	1	14	15	7
£100K +	2	3	2	0	0	1	2	2	0

Table 4: Number of donors per fundraising income band by user groups & gender in 2020

Data explanation:

- *Donors whose gender value was not disclosed have been excluded from this calculation





Donors: quantity per school type

Girls' schools hold a marginal increase in number of donors in 2020, while all other school types decrease

In 2020, most schools types saw a decline in their average number of donors, with girls' schools and combined junior & senior schools in our sample seeing a slight increase.

AVERAGE NUMBER OF DONORS GROUPED BY SCHOOL SEGMENTS IN 2019 VS 2020

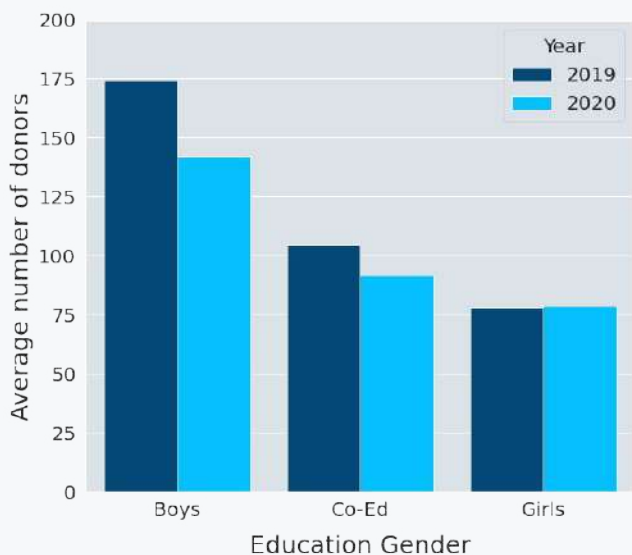


Chart 1

The average number of donors per school gender type has decreased for boys (142 in 2020 vs 174 in 2019) and co-ed schools (91 in 2020 vs 104 in 2019), but increased slightly for girls' schools (78 in 2020 vs 77 in 2019).

This decrease is in line with the overall decrease in number of donors per school, by around 10%.

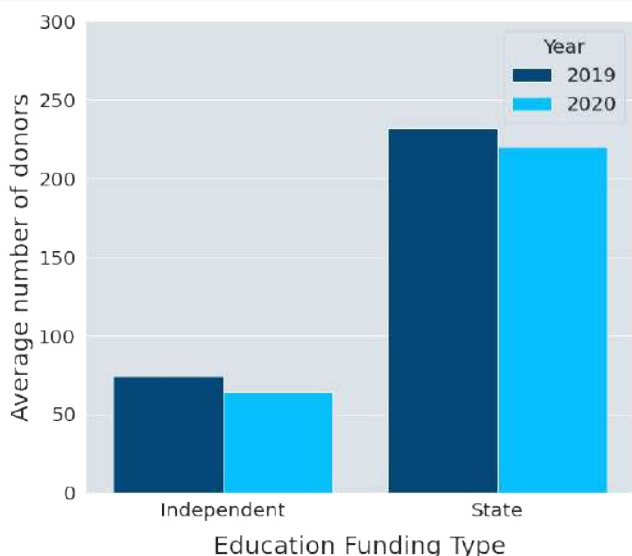


Chart 2

The average number of donors per school funding type has decreased slightly for both independent and state-funded schools, with state schools seeing nearly triple the average number of donors compared to their independent counterparts. These state schools typically see a much lower average income per donor, leading to an overall lower annual fundraising income. On average, independent schools had 64 donors in 2020, compared to 74 in 2019, whereas state schools had 220 donors in 2020, compared to 232 in 2019.

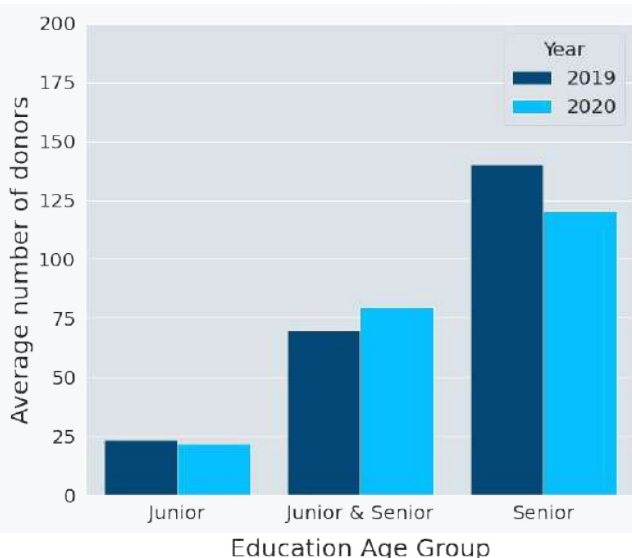


Chart 3

The average number of donors per school age bracket decreased in 2020 for junior and senior schools, however combined junior and senior schools saw a slight increase to over 75 donors annually.



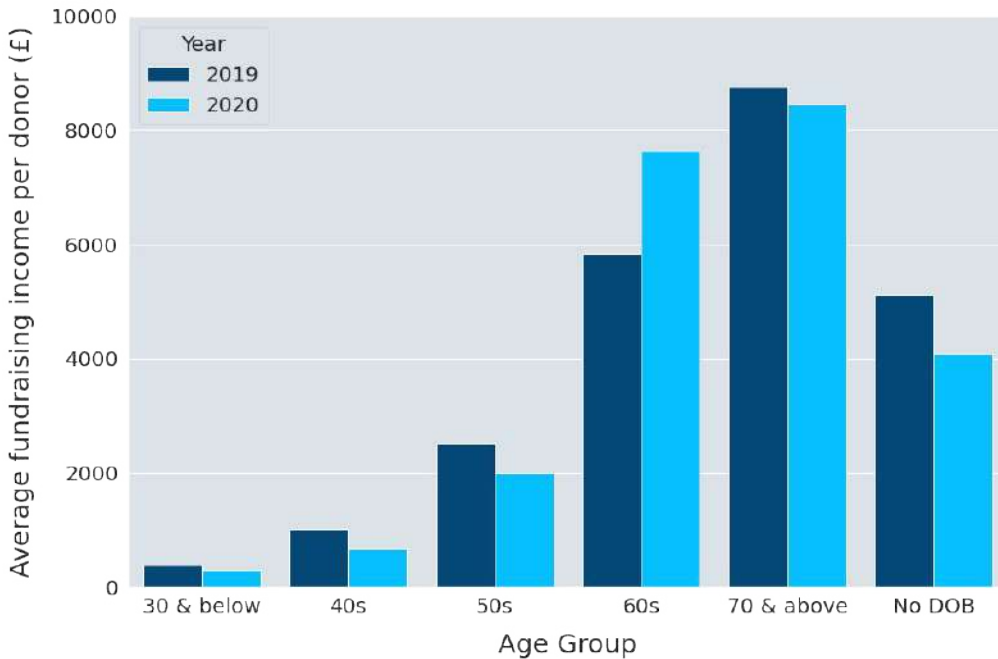


Donor profiles: age & gender

Fundraising income from the 60-70 age bracket increases by over £1,000 on average per donor in 2020

Gender can be a complex variable in the world of giving. In 2020, while the gender giving gap remains clear, it shrank slightly to show female donors giving 58% of the average gift size of male donors, compared to 50% of the average gift from male donors in 2019.

AVERAGE FUNDRAISING INCOME PER DONOR BY AGE GROUP

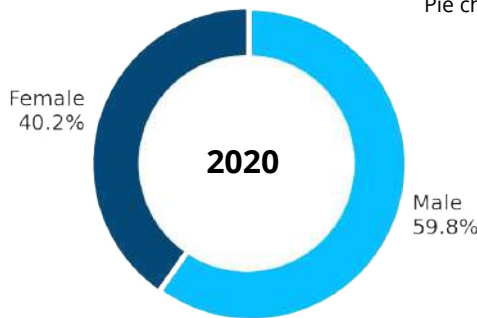
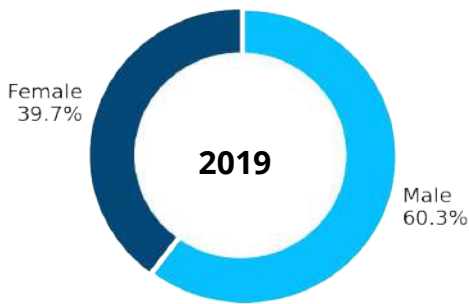


In 2020, the average fundraising income per donor in the 60s age bracket increased by over £1000.

However, the highest average fundraising income per donor is still with the 70 and above age bracket, with an average of over £8000 in 2020.

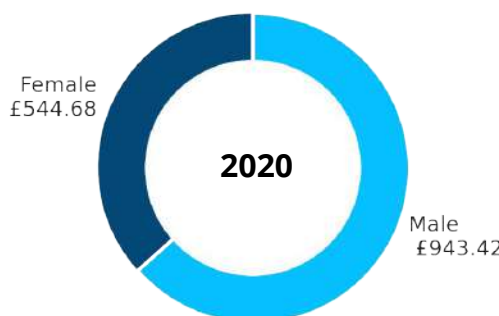
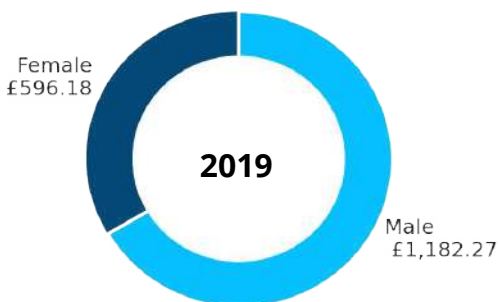
Bar chart 1: Average fundraising income per donor (£) from each age group per school in 2019 vs 2020

DONORS BY GENDER, PLUS INCOME BY DONOR GENDER



Pie chart 1: Percentage of donors by gender

The number of female donors increased in 2020 by 0.5%. However, the average fundraising income for both men and women dropped in 2020, from £596 to £544 for women, and from £1,182 to £943 for men.



Pie chart 2: Average fundraising income per donor (£) by gender

Toucan Tip:
 Make use of emails and events to keep your donors engaged in between donations.

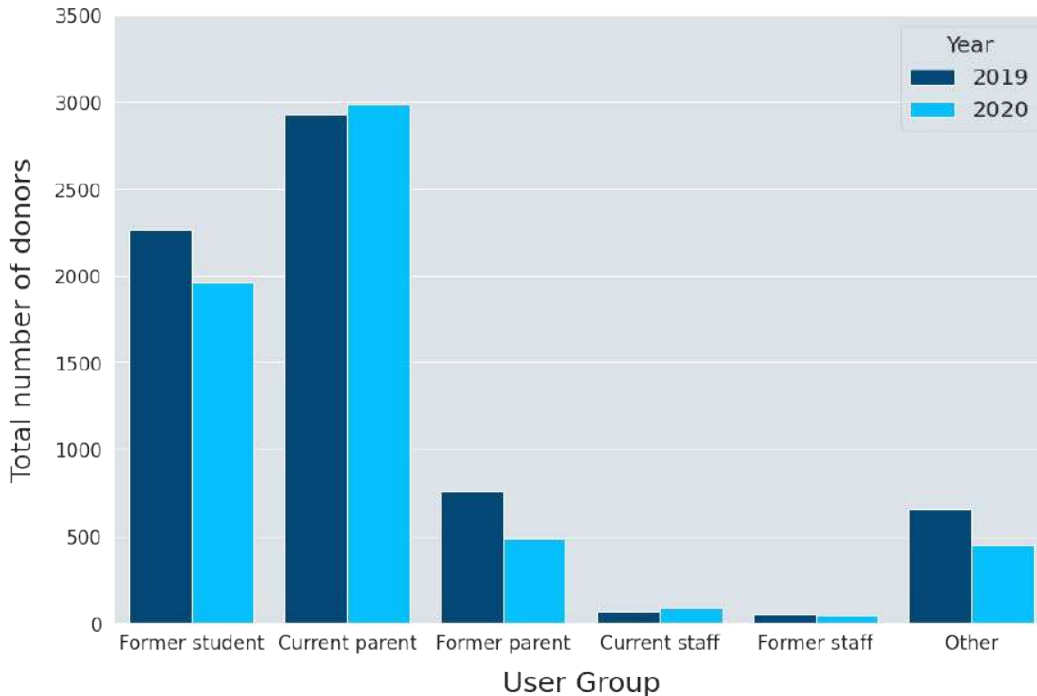




Donor profiles: user groups

Current parents remain the largest donor group (in numbers) and alumni giving nearly halved in 2020 versus the year before

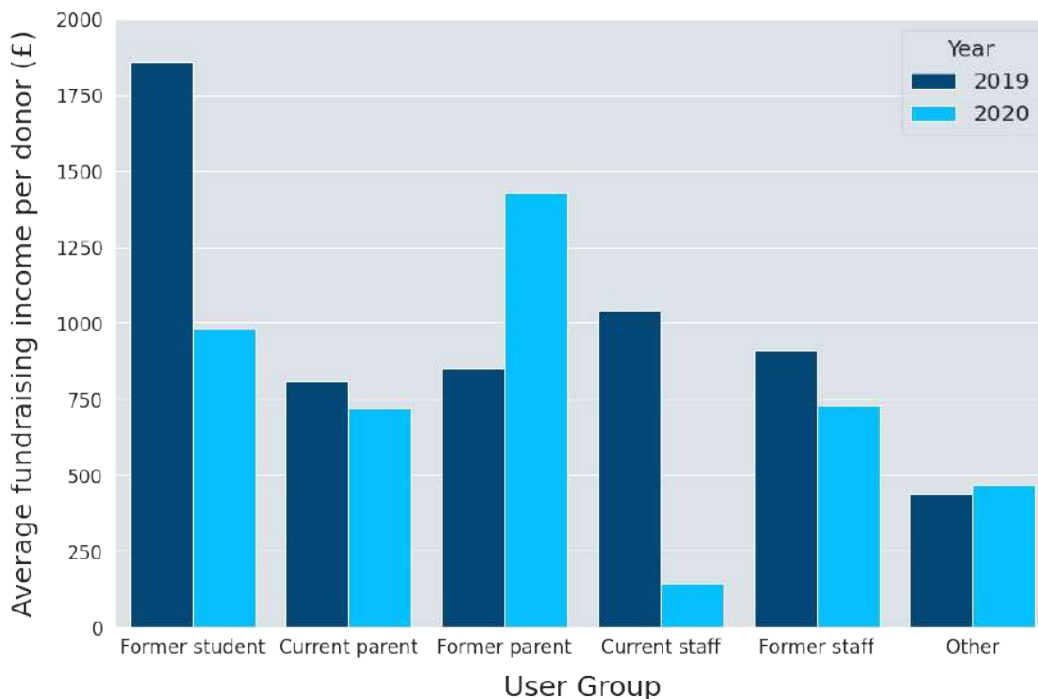
TOTAL NUMBER OF DONORS PER USER GROUP



The total number of donors per user group declined in all groups except current parents, which increased by 57 x. Other groups such as former students declined by 303, while former parents declined by 279. There was also a small increase in current staff.

Bar chart 1: Average number of donors per school in each user group

FUNDRAISING INCOME PER DONOR, PER USER GROUP



The average fundraising income per donor in the former parent user group appeared to increase in 2020 due to a significant donation made by one former parent, however the current parents user groups remained reasonably consistent and former students user group dropped considerably. Many development offices were on furlough, or had paused larger capital campaigns during 2020.

Bar chart 2: Average fundraising income per donor in each user group

Data explanation:

- User group hierarchy used here.



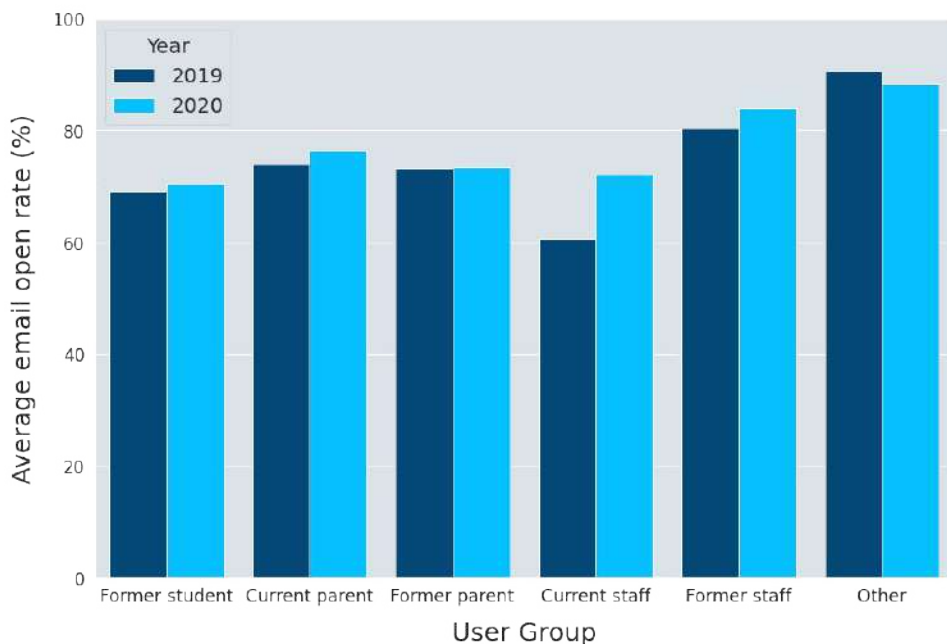


Donor profiles: engagement

Almost 75% of donors opening school emails

Engaging your donors through your email communications or events is a great way to maintain contact and nurture the relationship before asking for another donation. Below, donor engagement is compared across different user groups, and compared between engaged and non-engaged donors. The measure of 'engaged' donors here is a donor who has been invited to an event, has accepted an event invite, has attended an event or has opened an email.

AVERAGE EMAIL OPEN RATE PER UNIQUE DONOR (BY USER GROUP)



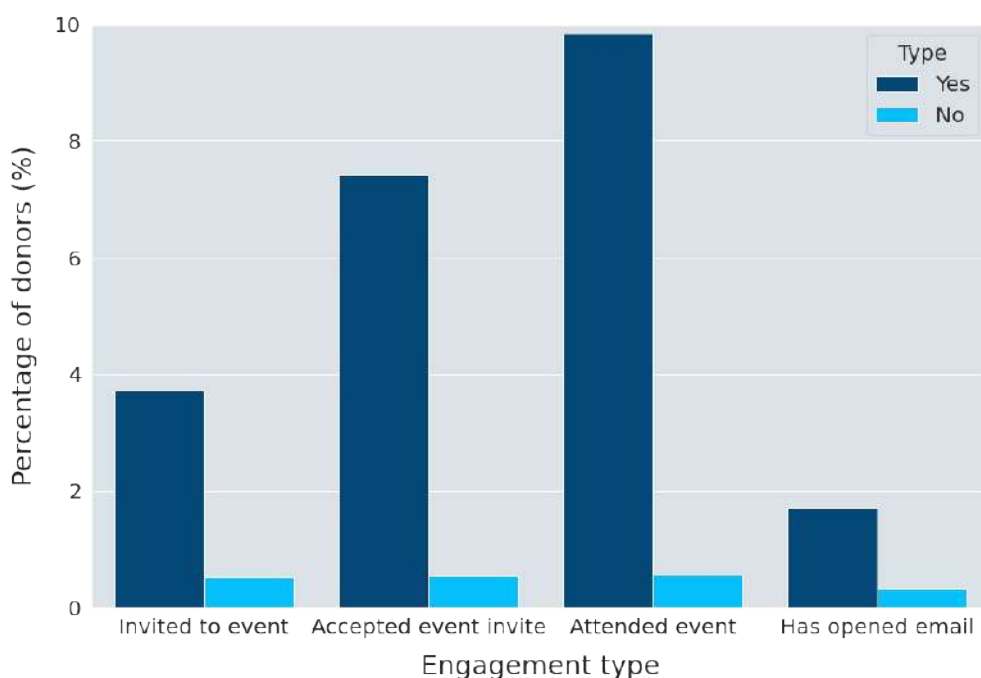
Increasing email open rate for donors

In 2019, **3,781** donors opened at least one email. The average email open rate for donors was **72.7%**

In 2020, **3,470** donors opened at least one email, however the average email open rate for donors increased to **74.0%**.

Bar chart 1: Average email open rate (%) per unique donor in each user group

DONOR ENGAGEMENT WITH EVENTS AND EMAILS



Higher number of engaged donors than non-engaged donors

This chart demonstrates that there is a higher percentage of donors from the total number of records who are engaged, compared to percentage of donors from the total number of records who are not engaged.

Stewarding your donors through a range of activities is key to maintaining engagement and soliciting future donations.

Bar chart 2: Number of engaged & non-engaged donors as percentages of total number of engaged & non-engaged records in 2020

Data explanation:

- User group hierarchy used here.
- 'Deceased', 'Archived' & 'Blocked' donors have been excluded from the analysis.
- Donors with an email open rate of 0% have also been excluded.



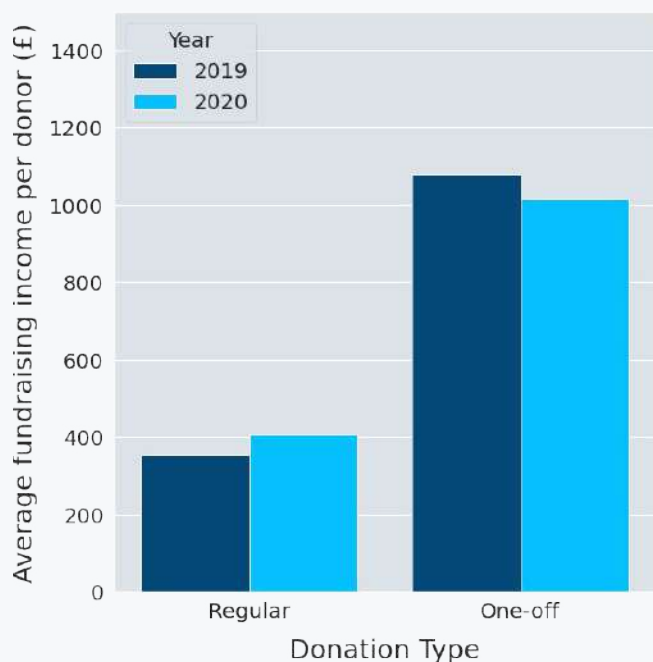


Fundraising income: giving type

Schools raised significantly more from one-off gifts than recurring donations, but regular giving did increase by 5% in 2020

The average fundraising income per donor dipped for one-off donations, but increased slightly for regular donations. The median regular donation amount was £180, while the median one-off donation amount was £50. Total payments made for both one-off and regular decreased in 2020, from 5572 and 4322 in 2019 to 3933 and 3532 respectively.

AVERAGE FUNDRAISING INCOME PER DONOR BY DONATION TYPE



Bar chart 1: Average fundraising income (£) in 2019 vs 2020

Regular giving increased during 2020, reaching £400 in annual fundraising income per donor, while one-off donations dropped slightly.

The average one-off donation amount stayed consistent, at £1016 in 2020 from £1019 in 2019.

The average regular donation amount increased from £386 in 2019 to £407 in 2020.

The median for regular donations stayed consistent at £180 in both 2019 and 2020. Meanwhile, the median for one-off donations increased from £40 in 2019 to £50 in 2020.

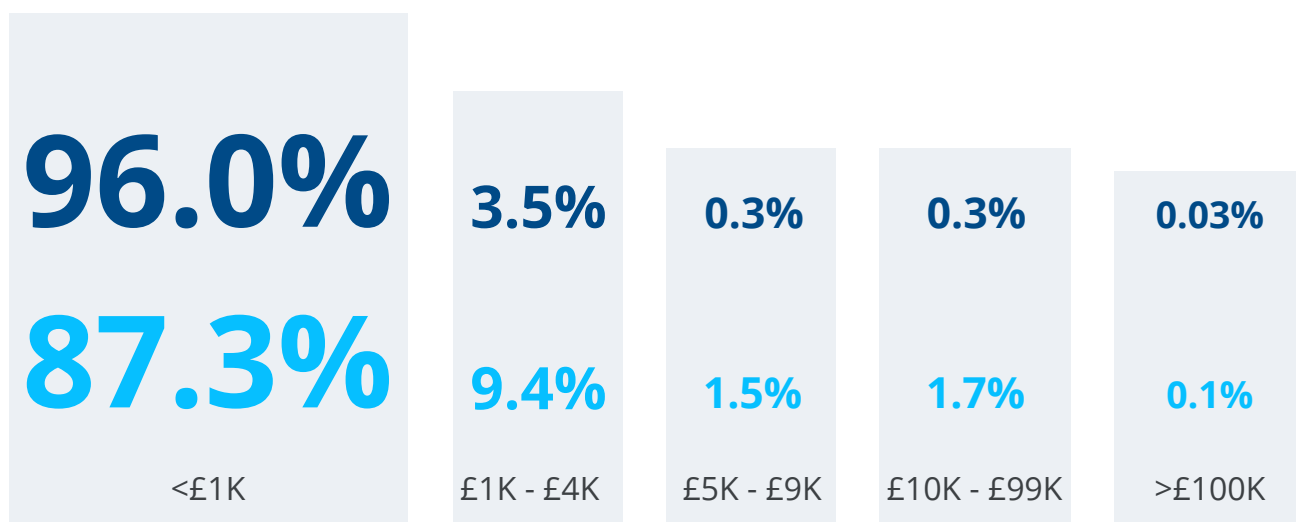


Chart 2: Number of regular & one-off donations as a percentage of total number of one-off donations by fundraising income band in 2020





Fundraising income: average giving per donor, by school type

Although overall giving decreased in 2020, there was an increase in average income per donor in boys' & girls' schools, and state schools

AVERAGE FUNDRAISING INCOME PER DONOR GROUPED BY SCHOOL SEGMENTS IN 2019 VS 2020

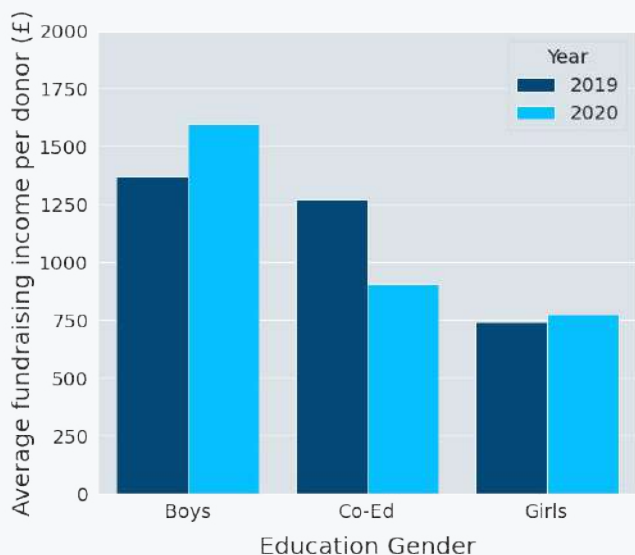


Chart 1

The average fundraising income has increased per donor by £229 for boys schools to £1600 in 2020, and by £34 for girls schools, but overall the average income per donor has decreased by £142 comparatively.

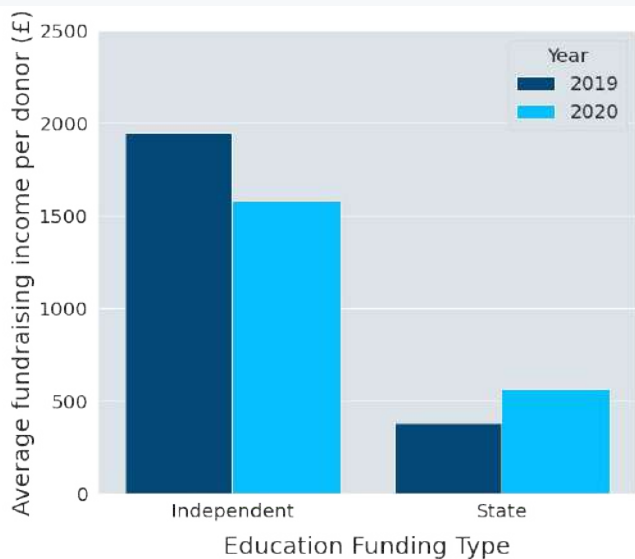


Chart 2

The average fundraising income per donor for independent schools decreased in 2020, however, average fundraising income per donor increased for state schools in 2020.

The average fundraising income per donor for independent schools was £1579 in 2020, compared to £1950 in 2019.

The average fundraising income per donor for state schools was £560 in 2020, compared to £378 in 2019.

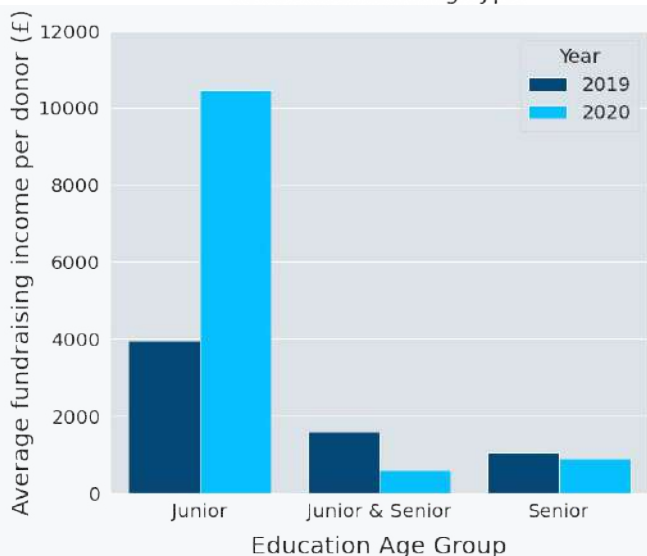


Chart 3

In 2020, junior (prep) schools saw an increase in average fundraising income per donor, likely due to a significant donation made to one school, Summer Fields Prep School.

Comparatively, senior and combined schools saw a higher average fundraising income per donor in 2019.





£1,000 - £4,999 Donors Deepdive

Fundraising income per donor has increased in 2020

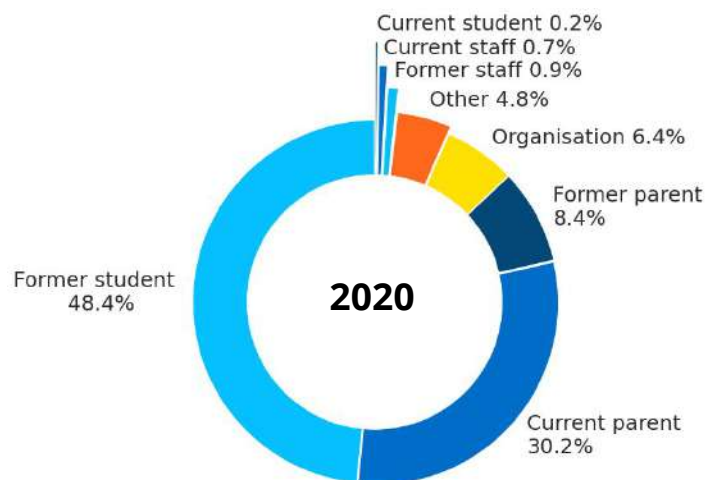
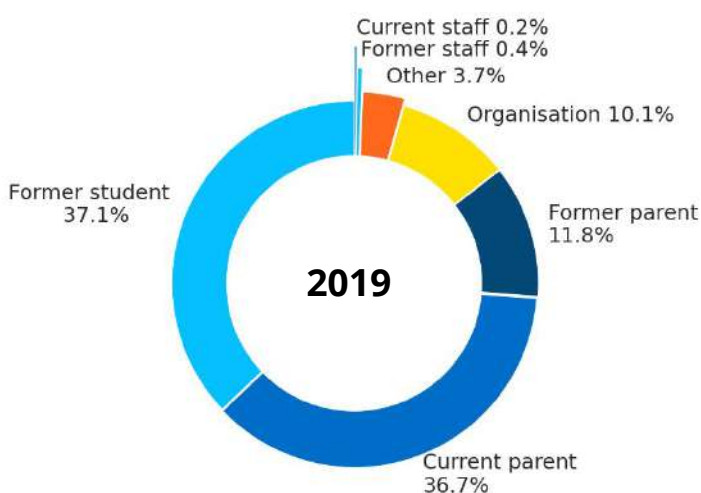
In 2019

- **497** donors have paid/contributed £1,000 - £5,000 in 2019
 - **448** individual & **49** organisation records
 - **190** of these donors were new donors in 2019
- Average fundraising income per donor - **£1,682.96**
 - Max - **£4,933.00**
 - Min - **£1,000.00**

In 2020

- **454** donors have paid/contributed £1,000 - £5,000 in 2020
 - **426** individual & **28** organisation records
 - **184** of these donors were new donors in 2020
- Average fundraising income per donor - **£1,720.08**
 - Max - **£4,800.00**
 - Min - **£1,000.00**

	Total fundraising income	Average fundraising income (per donor)	Number of donors								
			Male	Female	Unknown gender	30+ years old	40+ years old	50+ years old	60+ years old	70+ years old	Unknown DOB
2019	£836,431.67	£1,682.96	141	28	328	3	0	13	44	132	305
2020	£780,916.51	£1,720.08	97	32	325	3	2	13	37	89	310



Pie chart: Percentage of unique donors (£1K - £4K) in each user group

Data explanation:

- User group hierarchy used here.
- Donor amount brackets are categorised based on the total fundraising income from the donor in 2019 & 2020 respectively.





£5,000 - £9,999 Donors Deepdive

While total fundraising income has almost halved in 2020, income per donor has increased

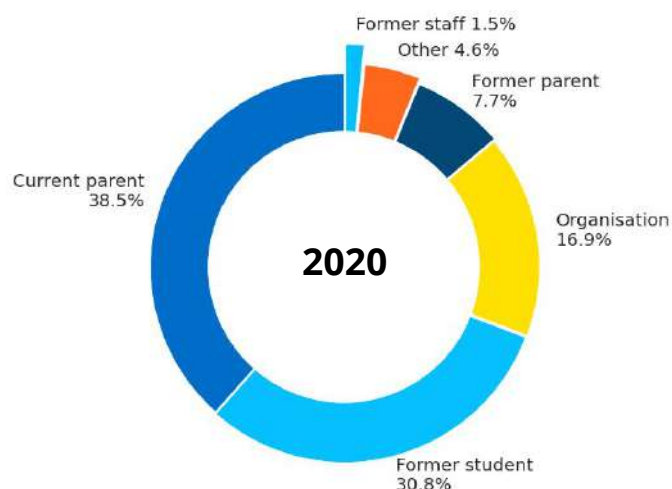
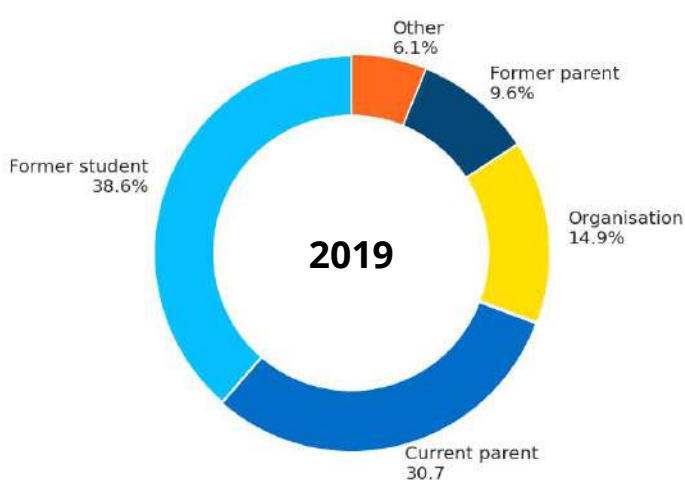
In 2019

- **119** donors have paid/contributed over £5,000 in 2020
 - **102** individual & **17** organisation records
 - **57** of these donors were new donors in 2019
- Average fundraising income per donor - **£5,899.96**
 - Max - **£9,994.05**
 - Min - **£5,000**

In 2020

- **66** donors have paid/contributed over £5,000 in 2020
 - **55** individual & **11** organisation records
 - **41** of these donors were new donors in 2020
- Average fundraising income per donor - **£5,977.98**
 - Max - **£9,999.00**
 - Min - **£5,000.000**

	Total fundraising income	Average fundraising income (per donor)	Number of donors							
			Male	Female	Unknown gender	40+ years old	50+ years old	60+ years old	70+ years old	Unknown DOB
2019	£702,095.49	£5,899.96	31	9	79	1	3	10	31	74
2020	£394,546.64	£5,977.98	17	6	43	0	3	5	16	42



Pie chart: Percentage of unique donors (£5K - £9K) in each user group

Data explanation:

- User group hierarchy used here.
- Donor amount brackets are categorised based on the total fundraising income from the donor in 2019 & 2020 respectively.





£10,000 - £99,999 Donors Deepdive

Fewer donors across all demographics giving more on average

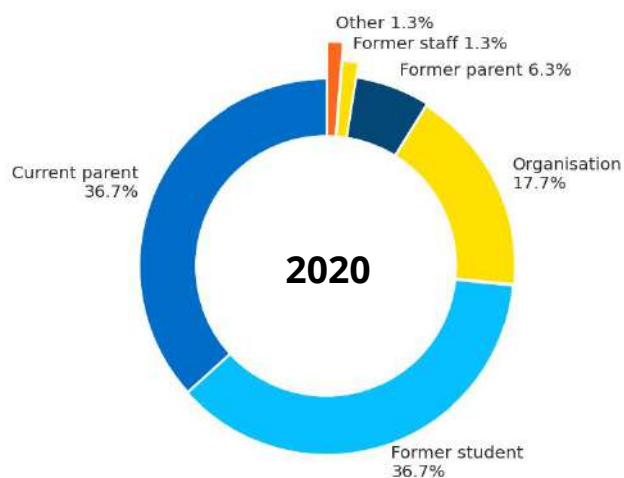
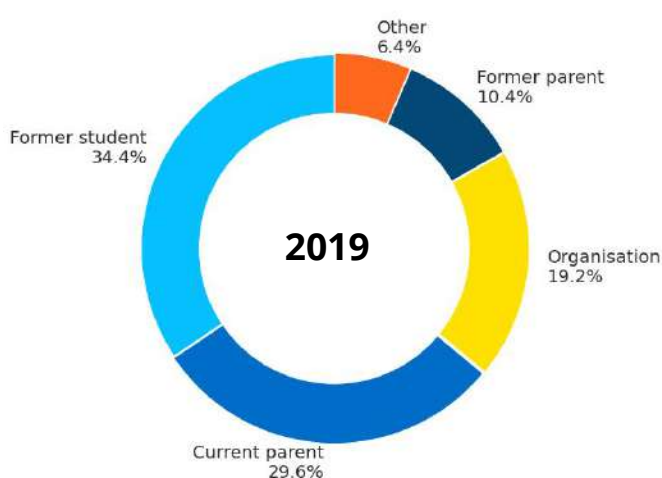
In 2019

- **128** donors have paid/contributed over £10,000 in 2019
 - **104** individual & **24** organisation records
 - **64** of these donors were new donors in 2019
- Average fundraising income per donor - **£24,435.48**
 - Max - **£99,993.00**
 - Min - **£10,000.00**

In 2020

- **79** donors have paid/contributed over £10,000 in 2020
 - **65** individual & **14** organisation records
 - **52** of these donors were new donors in 2020
- Average fundraising income per donor - **£26,460.62**
 - Max - **£91,338.00**
 - Min - **£10,000.00**

	Total fundraising income	Average fundraising income (per donor)	Number of donors							
			Male	Female	Unknown gender	40+ years old	50+ years old	60+ years old	70+ years old	Unknown DOB
2019	£3,127,741.26	£24,435.48	25	5	98	1	2	9	28	88
2020	£2,090,388.82	£26,460.62	15	7	57	0	1	7	23	48



Pie chart: Percentage of unique donors (£10K - £99K) in each user group

Data explanation:

- User group hierarchy used here.
- Donor amount brackets are categorised based on the total fundraising income from the donor in 2019 & 2020 respectively.





£100,000+ Donors Deepdive

Donor giving in the £100k+ bracket increases by 12% in 2020

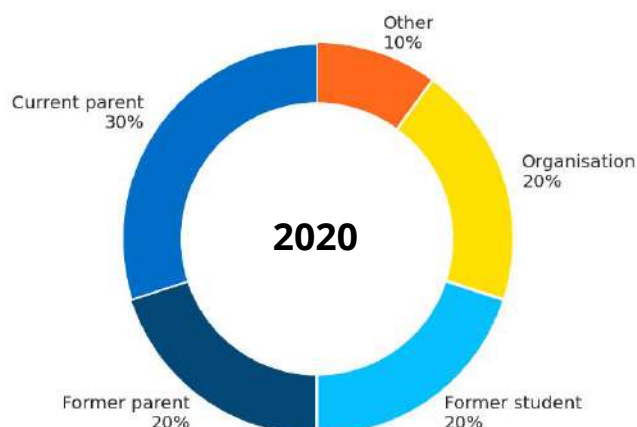
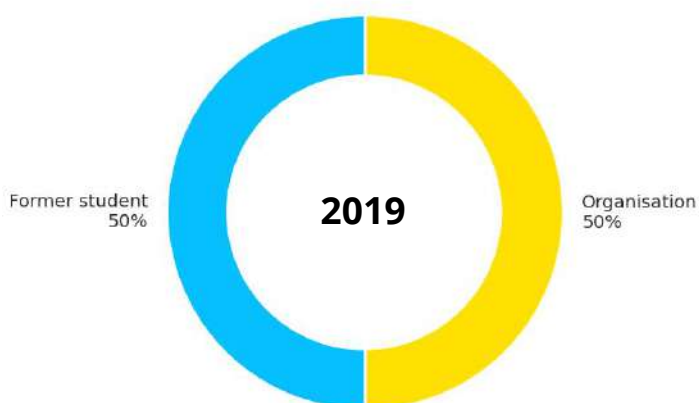
In 2019

- **12** donors have paid/contributed over £100,000 in 2019
 - **6** individual & **6** organisation records
 - **5** of these donors were new donors in 2019*
- Average fundraising income per donor - **£210,231.05**
 - Max - **£500,000.00**
 - Min - **£100,000.00**

In 2020

- **10** donors have paid/contributed over £100,000 in 2020
 - **8** individual & **2** organisation records
 - **3** of these donors were new donors in 2020*
- Average fundraising income per donor - **£236,864.68**
 - Max - **£783,388.00**
 - Min - **£100,000.00**

	Total fundraising income	Average fundraising income (per donor)	Number of donors						
			Male	Female	Unknown gender	40+ years old	50+ years old	70+ years old	Unknown DOB
2019	£2,522,772.56	£210,231.05	3	2	7	0	0	5	7
2020	£2,368,464.82	£236,864.68	2	0	8	1	1	0	8



Pie chart: Percentage of unique donors (£100K +) in each user group

Data explanation:

- User group hierarchy used here.
- Donor amount brackets are categorised based on the total fundraising income from the donor in 2019 & 2020 respectively.





Donation campaigns deepdive: COVID/Hardship & Bursary Funds

How can communities be brought together online in times of crisis?

From the onset of the pandemic in mid-March 2020, up until the end of May, 49 of ToucanTech's fundraising schools continued to actively fundraise, collectively raising £1.82m over this 10-week period.

19 of these schools - such as [West Buckland School](#) and [The John Lyon School](#), launched COVID-specific funds to support their school communities in extremely challenging times.

We also saw schools adapt their news and communications, with an increase in email newsletter volume and the launch of new online forums and business directories to help support their wider communities.

After a virtual meeting in April 2020 with the Foundation Trustees, West Buckland School decided to kickstart their emergency fund with £50,000 from Foundation reserves.

They then sent an email letter from the Headmaster and President of the Alumni Society to all contacts (using legitimate interest) apart from current parents, students and leavers asking for support. This email linked to an Emergency Fund page on the OWBA website to make donating easy.

On top of the £50,000 from the Foundation and an extremely generous pledge of £100,000 from an Alumnus' Charitable Fund, they have received almost £20,000 from alumni and former staff and parents so far. 27 individual donors gave support (including 9 new donors), with gifts ranging from £20 to £3000. All of these donations were given with Gift Aid, with the exception of one corporate donor. Half of these payments were made online through the Old West Buckland Association site. Each donor was personally thanked by post, in addition to emails and phone calls between the development office and supporters.

“ These three months would have been impossible without having such a good database, and the ToucanTech helpline has been incredible. ”

**Amanda Reynolds, Foundation and Alumni Director,
West Buckland School Foundation**

In 2020...

481 donations with at least paid payment were towards funds related to Covid-19 or Hardship

£441,693.25 total paid fundraising income these funds

Total : £804, 687.48
Average: £16,764.32



“Fundraising takes time and tenacity, now more than ever.”

A on fundraising at state school Chipping Campden School as they raise funds for their new performing arts centre.

Chipping Campden School is a non-selective mixed state school with 1430 students from 11-18. The school, based in Gloucestershire, became an Academy in 2011. Their development office was established in 2016, alongside an active PTA, Chipping Campden began their capital campaign to raise £1 million for their new Performing Arts Centre. Due to COVID, efforts have been halted while planned events such as plays, concerts and other fundraisers are on pause.

There is no doubt that this is a difficult time to fundraise for any organisation. Chipping Campden have received generous donations towards their Performing Arts Centre from local and national charitable trusts and generous individuals – including parents. Having a strong project that will make a huge impact helps. The PTA and development office have worked alongside each other to continue fundraising through COVID. Though COVID has cancelled all events, the PTA are running their popular school lottery, for which they are planning a push on social media to drum up support.

Development at Chipping Campden

- The development office was established in 2016
- The aim was to build community/alumni engagement and encourage a culture of philanthropy in the school
- Subsequently launched their 1440 fund to provide equipment and opportunities for the school
- Parents choose to give in a range of ways, from one off payments to regular monthly standing orders

“ We are incredibly fortunate to have parents who are happy to support the school with their time, talent or treasure. In February we encouraged parents and residents to make a donation to help us equip the centre with professional quality facilities. We have had a great deal of support towards this campaign – with many parents signing up to ‘Name a Seat’ in the auditorium and/or offering their support in different ways. ”



Alexandra O'Donnell
Development Officer



Ideas for raising funds during COVID

- A school lottery
- Name a seat/ buy a brick
- Virtual events: quizzes,
- Virtual raffle
- Creating an online shop

Chipping Campden have stated that they are fortunate to have a governing body who are prepared to invest in fundraising in order to help the school long-term. Fundraising takes time and tenacity, now more than ever.



Development plans for 2021 & beyond, from ToucanTech schools

“As we only launched the Stortfordian Foundation virtually in late November 2020, we are very much in a growth and gather phase. Using our new brand identity we are presently focused on widening the base of our community through great engagement and beautiful communications via ToucanTech, and working to deepen relationships with certain segments behind the scenes.

As we move into the latter part of 2021 and indeed into 2022, and with social gathering restrictions hopefully easing, we hope to convert the goodwill, familiarity and loyalty we've generated in the interim to begin fundraising significantly. A particular highlight will be our inaugural Giving week, potentially culminating in a gala evening.”

Britt Ellice, Bishop Stortford College

“One of my aims for this year is to convert those that have purchased products via the shop to sign up to the site so that we can engage with them more. I also need to add more content to the site and encourage alumni not signed up to the site to do so. Another focus is to communicate more effectively with those who give to our School Improvement fund to acknowledge and retain their support. Lots of work to be done but there is a huge potential and I'm looking forward to seeing our site and membership grow over the coming year.”

Lucy Lock, Westcliff High School for Girls

“This year we are looking forward to organising events again and in particular, inviting OWs back to school for a chapel service and the chance to explore the site once again. After a very difficult year I think many people in our community have taken the opportunity to reflect and appreciate the value of the education they received, we therefore hope to increase engagement and fundraise for the school Foundation through events and a telephone campaign.”

Sarah Howells, Wrekin College

“This year we remain focussed on driving online membership forwards and building a community where it becomes a "habit" for the alumni to log on and interact with the site. We are in the process of scanning our school magazines and intend to upload them as a resource on the site. They will be "OCRd" to aid searching within them. The school has never had a proper archive despite having many items which need archiving. We plan, to digitise many of these to allow them to be shared freely on the website.”

Roger Peach, Liverpool College

“We have some exciting projects ahead in the coming year including a revamped bursary campaign and some other plans which we can't reveal just yet. Before all of that though, we will be doing some further data segmentation and a survey to ensure our audience are receiving the content they want to read”.

Natalie Joseph, Mill Hill School



“ We want to identify more activities for alumnae to get involved in that a) they will find fun and useful, and b) will benefit students and the School. Finding that sweet spot will be the focus of much of our attention in the next few months, starting with a systematic approach to learning what alumnae are interested in and what they're up to these days. We also want to increase the number of contactable alumnae on our database, and give them appealing reasons stay in contact.

In the next few years, the School will celebrate two landmark anniversaries: 2024 will mark 50 years since we moved to our current campus, in Elstree, and 2025 will mark the 150th anniversary of our founding. We want to start talking to alumnae, parents, students and staff now about what we should do to celebrate those milestones. This will likely include some exciting fundraising initiatives. The School currently awards a number of bursaries to girls we know would thrive at Habs but whose families don't have the resources to afford school fees. We want to help more students in the years to come, which we know we can achieve with the support of our alumnae and friends. We will also be making improvements to our campus in the next few years. Philanthropic support will ensure these improvements create the most modern, attractive and inspiring learning environment possible for our students over the next 50 years.

Rachell Fox, Haberdashers' Aske's School for Girls

“ We want to engage with the younger alumni more and so in the year ahead we will be building on the results of a ToucanTech online form about careers which we sent out recently. The form really brought out alumni who are keen to give back to the School in terms of careers advice etc, so when we needed alumni input for our virtual careers fair, we used the results of the form.

Suzannah Chirnside, John Lyon School

“ A couple of items on the radar for the rest of this year - a lost alumni campaign (we've not tried one before) and a [current] review of the Foundation strategy/plans to 'relaunch' post pandemic.

Jos Hollington, Brentwood School


“ Our focus for alumni in 2021/2022 is to reunite! We recently launched an ambassador program which we hope will enable more mini-reunions overseas which could be anything social, letting the alumni lead on the types of activities they want to do together (as this will be different for different age groups). Other focuses include getting our current sixth formers on board with the network before they leave the nest! We're taking a cautious approach to this year, not planning any major events to avoid disappointment, but focusing on smaller dinners and reunions across our network, taking small steps with an adaptable approach.

Laura Kingsley, Concord College

“ I really hope that we can organise some events at the end of this year and into next year. We've missed inviting our Perkonians into our school, especially for our annual reunion afternoon tea and dinner which is usually very well attended. I will be carrying on developing relationships and focussing on stories and how we can help them, as a school, network with their peers.


Michelle Bradbury, Sir William Perkins's School





“ The success of our virtual events has brought into focus how much our alumnae who live outside London and around the world like to keep in touch with the school and each other. We will have to consider carefully how we can ensure they can continue to participate in school events when we hold them "live". We're holding our first Annual Giving Day in June and the ToucanTech website will be integral in enabling us to reach out to our alumnae and encourage them to take part.


Jenny Blaiklock, Lady Eleanor Holles School



“ As further support for our community, we are in the process of establishing virtual work experience opportunities for Sixth Form pupils. We are also working with our current Sixth Form pupils to increase their understanding of and highlight the benefits of joining and engaging with the alumni community once they have left school. To do this, our Co-chairs of the Alumni Association speak to the Upper Sixth before they leave, and as a matter of routine we invite the Sixth Form to our 'Old Girls' lectures' and 'In Conversation' series of careers talks.

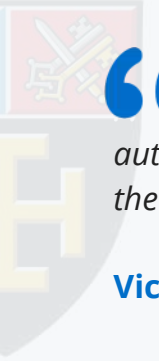
Looking ahead, we have a private viewing of the forthcoming Alice: Curiouser and Curiouser exhibition coming up in June at the V&A. This is the first alumni event that we have had of this kind. We are continuing with our 'In Conversation' series of careers talks featuring some of our illustrious alumni, have increased our lecture series and extended the invitation to current Sixth Form pupils.

Claire Brazer, Francis Holland School, Regent's Park



“ We have a significantly more engaged audience than before the pandemic. We are looking at expanding this engagement, clean our data and on the back of this, we hope to run a fundraising initiative next year either in the form of a Giving Day or telephone campaign.

Nikki Brown, Ipswich School



“ We'll be offering Careers and Mentoring seminars on different subjects. We anticipate more of the same and building engagement by adding to the Business Directory, using the automated birthday function and ensuring news stories are kept up to date, and of course using the events function when we can start to plan more in-person events.

Vickie Ingles, Cranleigh School



“ We have some exciting plans to share with our community coming up, involving the updating of existing school buildings and the development of new ones. We are currently in the early stages of this project with the creation of a fully comprehensive estate masterplan. This will involve improvement and renovation plans as well as phased new buildings, so exciting times ahead! We are hoping to use our Coloma Community site to communicate these plans and involve our wider community.

Liz Smith, Coloma Convent Girls School

“ We plan to continue with a hybrid of online events along with the traditional in person events once we are able to. We plan to hold a large celebratory alumnae day in the autumn to welcome back our Old Girls to the school. Our development work continues to grow in pace thanks to the increased engagement we have built with our community during the past 12 months

Faye Anderton, St Helen & St Katharine School

“ Going forward we are very much looking forward to hosting events where we can see people in person again, as and when restrictions are eased.

Mary Louise Burge, Worth School

“ We are going to be building on our success of 2020/21 to strengthen and develop our “friendraising” to make as many connections as we possibly can. We are using social media more often, both as a source of information and also to link alumni to the website, using different routes to get the same, consistent messages across. We recognise the diversity of our alumni community and that they may prefer to receive their information in different ways, so we are trying to take account of this whilst at the same time ensuring that the same set of messages are going out, albeit through different means.

Essentially our focus is about building connections and friendraising rather than specific fundraising campaigns. Our hope is that building these connections will encourage support of the school indirectly, rather than through direct fundraising asks. We hope to be in a position that when we are ready to launch a specific campaign, we will have a ready-made supportive community behind us.

Louise Edwards, King Edward VI School



Closing remarks from ToucanTech

Schools have experienced a seismic shock from Covid, forcing a complete re-think to online learning and operational management. Keeping community spirit high, and the paternalistic role of schools in British society, has arguably never been higher.

At ToucanTech, we're lucky enough to work with hundreds of remarkable schools, in the UK and internationally, to power their community websites and fundraising databases.

In a year as tumultuous as 2020, it was heartwarming to see the wide-ranging efforts by schools to keep their communities connected, from posting useful health advice, sharing inspiring stories, running virtual events, promoting local business offers and making phone calls to vulnerable alumni.

Many schools paused traditional fundraising during the initial few months of Covid and speedily set up emergency funds to support families affected by the pandemic. One such example, West Buckland School in Dorset, raised over £120,000 to provide fee reductions to 28 pupils in the summer term of 2020, with additional support given in the autumn term.

Other schools have continued successful fundraising efforts for capital projects - on the basis that students will still need facilities that are fit for purpose when they return onsite again. Chipping Campden School in Gloucestershire launched a public campaign to raise over £1,000,000 for a new Performing Arts Centre in February just before the pandemic hit and, despite the circumstances, they have had a fantastic response, with 70% raised so far and many parents pledging £250 to "Name a Seat" in the new auditorium or offering support in other ways.

Switching communications and fundraising online is an obvious way for schools to stay connected when most physical events have been postponed. We quickly pivoted our ToucanTech product offering in Spring 2020 to include new digital donation forms, online business directories, discussion forums and automated email newsletters - all ways for schools to engage with their parents and wider communities whilst in lock-down.

We've encouraged schools to try new ways of reaching potential donors such as video appeals, virtual presentations and personalised thank you emails showing how funds are being put to good use.

Our observation, from the data amassed for this report, is that digital communications increased significantly in 2020 (and continue to do so - in March 2021 we processed half a million school development emails via ToucanTech servers - our highest month ever).

The full repercussions of the pandemic are yet to be understood, but ToucanTech will be tracking insights throughout 2021-22 to support our growing network of schools to build strong community engagement in a world that's shifted permanently online.



Kate Jillings



Sian Morley-Smith



Glossary of terms

This glossary of terms provides transparency on the definitions that ToucanTech is using in this report; it should be read as a list of definitions in this context and isn't intended for use as an industry-wide glossary.

Funding type

Independent school: A school which charges fees to attend instead of being funded by the government

State school: A school which receives funding through their local authority or directly from the government

School gender

Co-educational school: A school where males and females are educated together. In this report, this refers to schools which have any part of their curriculum taught to both males and females (e.g. mixed sex junior, single-sex senior school)

Boys' school: A school which only admits male students

Girls' school: A school which only admits female students

Education level

Junior or Prep school: A school teaching students between 4 - 13 years old (Reception to Year 8)

Senior school: A school teaching students between 11 - 18 years old (Year 7 to Year 13)

Combined school: A school with both a junior and a senior school (Reception to Year 13)

Community: Individuals associated to a school, which may include alumni, parents, trustees, governors, donors



Records
Records: An account of a member or organisation of a community with information on contact details, engagement and consent preferences, held in a ToucanTech database
Database: The ToucanTech SQL database that stores records of individuals and organisations and associated fields of information
CRM system: A customer relationship management system, which is used to track engagement, donations and communications with members of a school community
Online community: An online private portal which members of a school community can join to access content, events and network
Offline record: A record in a ToucanTech database without an online profile
Online profile: A record in a ToucanTech database with an online profile on the school's community website
User group: A database segment use to label (and filter/ report on) a group of people within a school community - e.g. 'Current Parents' or 'Former Students'
Tags: Labels that can be applied to individual or organisation records, for example 'mentor'
Content
News: An article appearing on a ToucanTech school community website
Event / online event: An event set up on a ToucanTech system enabling people to sign-up for a physical or virtual gathering, which could be free to attend or with tickets/ payments
Engagement: Interaction from school community members with content, communications and activities organised by the school - which could include opening emails, attending events, volunteering to be a mentor, joining an online group, updating profile details, filling out forms or various other actions
Fundraising
Development: Generating opportunities for alumni, friends and supporters to stay involved with the school, and encourage philanthropic support for charitable projects in the school community
Administrator: A school staff member with admin (database) access to their ToucanTech system
Donations
Donation: A monetary gift promised (pledged) or received (including paid and awaiting payment)
Major gift: A single donation of more than £10,000 (excluding GiftAid)
Legacy: A planned donation made by an individual through a will
Gift in kind: A non-monetary donation such as time volunteered, services provided or artwork
Regular gift: A donation made on a regular basis (e.g. monthly/ annually) according to a schedule
One off gift: A non-recurring donation or set of payments contributing towards a single pledged donation
Fundraising Income: Received donation payments within the relevant time period (in the case of this report income is tracked for the calendar year 01 Jan 2020 - 31 Dec 2020)



The data: breaking down the sample

School structure type	Sample breakdown	
	Number	%
Junior/Prep	21	16.9%
Senior	68	54.8%
Combined	35	28.3%
Total	124	100.0%
School gender type		
Co-educational	81	65.3%
Female	24	19.4%
Male	19	15.3%
Type of funding		
Private/Independent	100	80.6%
State funded	24	19.4%
Religious breakdown		
Catholic	11	8.8%
Christian (non-denom)	6	4.8%
Church of England	48	38.7%
Protestant	1	0.8%
N/A	58	46.4%
System admin team size (logged in 2020)		
Solo (1)	1	0.8%
Small (2-4)	60	48.4%
Medium (5-8)	51	41.1%
Large (9+)	12	9.7%



Meet the ToucanTech report authors



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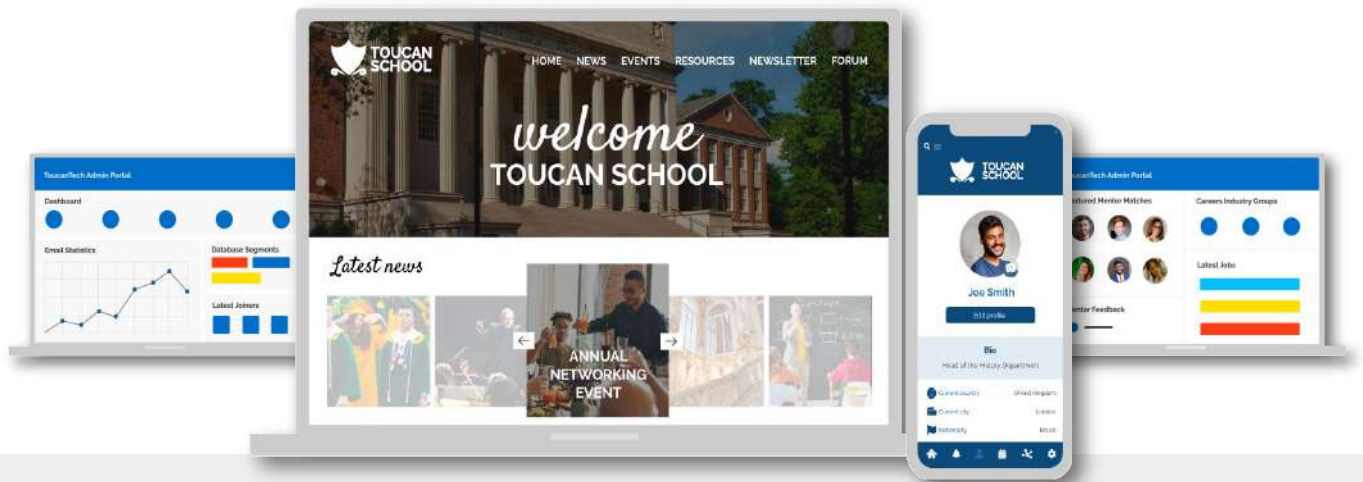
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ToucanTech Community Software

Used by schools, companies and charities for marketing, membership, alumni, careers, and fundraising activities. Combining a flexible **website** and powerful **database/ CRM**, it's an easy, all-in-one system.



Database

Import, filter, update and merge record, create custom fields, forms and admin permissions



Community

Connect your members on a branded network with privacy controls and mobile app



CRM

Track activity, measure engagement, capture consents, create postal labels, sync emails



Groups

Set-up club pages where admins can manage their own members, discussions, events



Email

Design and schedule newsletters, view stats, remove bounced emails, manage unsubscribes



Fundraising

Process donations and tax relief, set up funds, reconcile payments, run reports, steward donors



Resources

Upload photos, documents, magazines - tag, categorise, share and track downloads



Careers

Run a mentoring system, post jobs, publish careers guides, promote business networking



News

Publish articles, videos, and other content - track views, tag people, share on social media



Events

Manage your events (online or in-person), invites, reminders, seating plans and ticketing

Visit toucantech.com or email hello@toucantech.com to book a product demo



"I login to my ToucanTech system every day to update my website, send emails, search database records and log donations - it's a fantastic software with first-class support"
Michelle Cruickshank, Institute of Development Studies



Visit toucantech.com or email
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ways of working together

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