

# The world needs schools to thrive ... and philanthropy can help

## Understanding potential donors

Why don't potential donors give? Why do donors give more to other organisations? How do you move from 'friend-raising' to asking these friends to consider donating? **The best way to find out is to ask them.**

Insight from our alumni survey provides detailed and in-depth insights into the minds and hearts of alumni. Together with our recommendations, this will give you the assurance that your future direction and strategic planning will resonate with them.

**Our survey will also unlock a significant and meaningful list of warm leads**

Going far beyond conventional approaches, this online research will also help you understand and develop your alumni community around the world. A highly effective engagement mechanism in its own right, our survey will help to shape your constituents' perceptions and further develop their goodwill.

**Dozens of schools have used our research services to inform their fundraising strategies and optimise income.**



*"The survey and analysis enabled us to take an enhanced view of our strategic approach from differing standpoints. RSAcademics were able to read between the lines and understand the dynamics in play. We are delighted with new directions, possibilities and approaches that have been revealed."*

**Douglas Collins**  
CEO, Harrow Development Trust

Because the world needs schools to thrive

## #1 for the appointment of development professionals in schools

Whatever the shape, size and structure of your school, whether your development function is in its infancy or established, we approach each project with the same determination, commitment and attention to detail.

We help with the recruitment of:

- senior development professionals
- experienced fundraisers
- development services professionals.

Whether you are looking for your next move or planning to make a new appointment, we can help you.

**Contact us for a confidential conversation.**



**Rachael Petrie**  
Head of Philanthropy

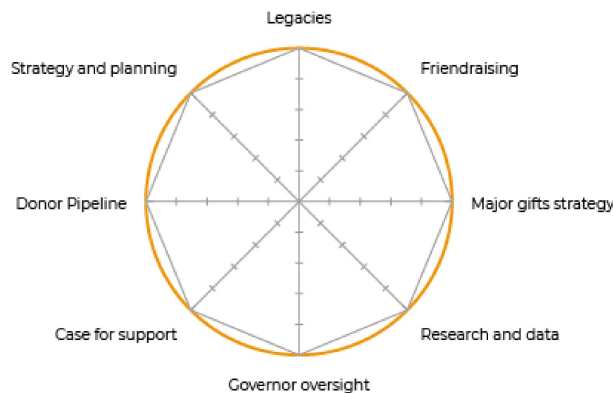
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## The fundraising wheel

Not-for-profit schools and educational foundations can generate additional income from people and organisations who want them to succeed and believe in their vision for the future.

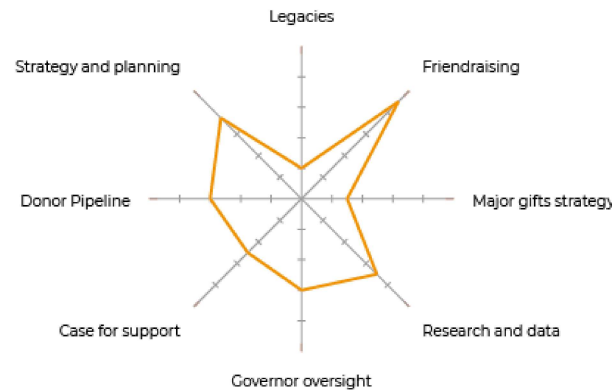
All schools can achieve success. Since 2015 we have helped over 100 schools to generate fundraising income and build a long-term culture of philanthropic giving.

We believe that successful fundraising in a school requires 8 core activities to be undertaken well. You might start your fundraising with just two or three but, very soon, all of them need to perform well for your fundraising wheel to roll smoothly.



The ideal fundraising wheel

In our experience, however, we often see schools with wheels that look more like this, with some activities receiving a great deal more attention than others.



### How does your fundraising wheel compare?

We can assess your approach and give practical, step-by-step guidance towards more holistic and successful fundraising.

At RSAcademics, we believe that all schools can fundraise, although we recognise that every school is different. We offer realistic advice and a comprehensive range of services which cover everything from developing powerful cases for support and generating major gifts and legacies to advising on friend-raising and governance or carrying out research among your donors and alumni.



We help you focus, and build confidence and resilience. We take a strategic approach to solving short-term issues with long-term opportunities. We ask, we listen, we learn and we recommend. We spot opportunities that others do not.

Schools enjoy working with us – they trust us, feel comfortable with us and recognise the value we bring.

#### Recent clients include:

- Sevenoaks School Foundation
- Eton College
- Brentwood School
- University College School
- Bloxham School
- Westminster School
- Erskine Stewart's Melville Schools
- Bancroft's School
- Caldicott School



#### To discover more contact:

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