

**The RGSW and AOS Foundation
Working Committee Meeting Agenda**

4pm – 6pm Thursday 28 June 2018

Venue: Britannia Board Room

Attended:

Foundation Trustees - Annie Fitch, Emma Bentley-Hughes, Gary Rouse, and Jonny Arr

RGS staff: Scott MacDonald.

Minute Secretary: Joanna Weaver

1 Welcome, Apologies and Declarations of Interest

Objective of the meeting was to discuss greater alumni engagement through social events and communication channels.

Overview of meeting with Fasha Mahjoor and future capital project brochure shown to Trustees:

LTA Tennis / Netball facility

Hockey facility

Boathouse

New Dining facility

Discussion regarding which projects would interest / excite parents. Agreed the sports facilities would create the most interest. However, Trustees felt that Foundation needed to be selective as to what it supported and focused upon to avoid dilution of message and of giving amongst the alumni and school community.

Of the options discussed it was felt that the Tennis/Netball Dome offers the best chance to raise funds widely and quickly from within the School community. It was attractive because it would be on-site to help pupil recruitment, it will generate income and with support from the LTA and Fasha it should be deliverable to give the Foundation its first high profile contribution to the School

2 Social Event Review (JA and AF)

Current events

Annual Pattern

- Sept - not currently utilised due to demands on school staff – *could be the window to host a decade type reunion*
- Oct – Alumni Golf Day and Modus Cup Hospitality Suite
- Nov – not currently utilised to avoid upsetting AOOEs – *there will be showpiece productions in the new PAC that could be utilised for alumni engagement*
- Dec - Alumnae Netballers, AOOE Annual Dinner
- Jan – *no events post-Christmas fatigue – focus is on annual review completion*
- Feb – Football Challenge Cup
- Mar - Superball and Alumni Football Challenge Cup
- Apr - Alumni Football Tournament, London Drinks

- May – AOOE President’s Lunch, new *Head of Cricket exploring a T20 fixture v King’s at New Road which would offer great potential for engagement.*
- June - Commemoration Service, AOS Summer Gathering, Creative Arts Evening
- July – Henley
- August – *not utilised due to holiday time*

Events considered by the group for wider discussion with Trustees

- Boxing Night – *Peaky Blinders effect*
- Auction hosted by Philip Serrell (*we have a standing offer of his help for the School*)
- A London based event – *April or November suggested and is vital because of the scale of wealth in the South East. Key is an interesting venue, an engaging speaker/event if possible, securing core groups of attendees.*
- Comedy Night, ‘Singalong’ etc using PAC facilities *to showcase RGS ambition and project deliver along with further sponsorship opportunities.*
- Talks / lectures by former pupils – *link with Careers and draw alumni into the School*
- Themed events ie RGS & AOS at Wimbledon (*to tie in with LTA project*)
- Wine tasting at local vineyard (*owned by RGS and AOS alumni –promoting local businesses owned by our alumni and is a bit different*).
- Shelsley Walsh Classic Car event (*identifies those with potentially significant disposable income*)
- ***Since the WG meeting:*** *Themed Dinners in Perrins Hall as per the School Captains Dinner celebrating 150 years on the Tything. Tickets can be premium priced and limited to create demand and run in surplus*

AOOE Association liaison

- Look to work together – reunions by decade
- Try to use Pete Breakwell as liaison between the both organisations
- ***Since the WG meeting:*** *SCM no longer attends the AOOE Committee Meetings and is focusing on building relationship with the PTA.*

3 Communication Review (GR and EBH)

- Current communication channels
 - o Postal – Annual Review with the Annual Giving Report circa 6,000 sent in 2018. The Foundation Office has greatest freedom of action with hard copy mail and older alumni tend to prefer tangible copy. It is the single biggest expenditure from the Foundation Office budget (c. £14k in 2017-18). Mailshots will generate responses and ideally need to be linked to an online presence. Ie hard copy triggers online action. It was felt that the Foundation material created to-date offers a solid foundation for future design and branding.
 - o Email- currently circa 3,000 alumni and ex-staff receive periodic email news. Not especially refined and scope for improvement in presentation as well as a more structured approach to timing and content. Need to be careful when conducting fundraising electronically that recipients are content to receive the messages and that they can easily opt out.
 - o Facebook – Jo has created a new engagement channel for alumni (and an increasing number of parents). Real scope to use FB to drive giving amongst younger alumni who

may be persuaded to set up regular giving. Needs further exploration to determine a clear strategy and implementation plan.

- ***Since the WG meeting:*** Jo has set up the Alumni Twitter account and this at its embryonic stage. Getting some interest but not yet clear how much time should be devoted and how it can drive giving.
- Website with option for online giving – it was recognised that this is a vital platform for future fundraising and the Trustees requested that this be a priority for the Foundation Office to progress.