



ToucanTech

Case Study: Solihull Community

About the Solihull Community

Solihull School was founded in 1560, and now a leading, co-educational, independent day school, that looks forward to fulfilling the promise that parents already see in their child. The Solihull community is made up of former pupils, parents and staff who engage in, and support the development of, Solihull School. The community helps alumni and friends re-connect, reminisce and maintain a lifelong connection with the school and with each other. Solihull keeps its alumni informed about the school through various communications and provide opportunities for them to network at numerous events. Through the community, alumni support current pupils with careers advice and mentoring and by donating to the Silhillian Fund for bursaries.

“When approving Records make sure you clean the record as you go along and merge any duplicates.”

Solihull Community Stats



Launched alumni network with ToucanTech: **2019**



15,000+ records stored on the Solihull database, with **1,070** online members signed up to their community



693 new online records created in 2019



96% opt in rate from online members consenting to receive Email and fundraising communication from Solihull



49% average email open rate for mass emails sent in the last 12 months



Lucy Lunt

Director of Development and Alumni Relations



Lynn Moseley

Development and Old Silhillians' Assistant



Debbie Lloyd

Development and Alumni Relations Administrator



Lynn Moseley,
Development and Old
Silhillians' Assistant
at Solihull School.

How did you launch your network and what was most effective?

We did a phased launch with alumni known to us from recent reunions, some over 60's and under 25's. This worked well and helped us test the system. We made a couple of changes to the joining/sign up questions then finally launched at the beginning of September 2019 by sending a mass email to everyone on our database with an email address.

What has been your most successful feature on the alumni network?

I really like the Events feature, it has really helped me plan, organize and promote our events. I can easily send an email to all attendees to confirm details and mark them attended/no show at the click of a button. I also like the news feature; we can see which articles get the most views/hits which helps us with future articles.

What lessons have you learned from launching your alumni network?

When approving Records make sure you clean the record as you go along and merge any duplicates. What I mean by clean is the address format, city, county, postcode. We get a lot people adding their address in lowercase.

What are your plans for your alumni network over the next year?

We are working closely with our Head of Careers to move forward with growing our Career Mentors. We are also looking to get our Fundraising Section up to date and pursue a campaign. We may also look at adding a shop for our branded merchandise.

What tactics do you employ to encourage school leavers/alumni to join the network?

We continually use social media, predominately Facebook to drive our alumni to Join Solihull Community see example posted on Facebook:



How are using the Solihull's community to reach out to any Isolated alumni?

Our communication is via email however we do one yearly publication via post which went out end of December 2019. We did a whole page on our new Solihull Community and encouraged them to join See below;

Join the Solihull School Community network

The Solihull School Community network is a place for former pupils, parents and staff to connect with each other and the school.

It offers a range of dynamic features including news, photo galleries, events, publications and a careers section. As the network grows, so will the content and features.

Join today at <https://alumni.solsch.org.uk>



- Please make sure you complete your profile and, most importantly, add a photo
- Register for an event
- Read and comment on existing stories
- Show your news and successes with old school friends
- Share the network via social media with your friends, and ask them to join too
- Keep your contact details up to date

We look forward to you joining the network and activating your profile, making our thriving alumni community an ever-growing success.



About ToucanTech

ToucanTech is a community database software used by schools, companies and charities for alumni, careers, fundraising and marketing activities. Combining a flexible website and a powerful back-end database, it's an easy-to-use, all-in-one system.



Database

Import, filter, search and update records, create custom fields, forms and run complex reports



CRM

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



Community

Connect your members (e.g. alumni, parents, supporters) on a private network, synched with social media



Email

Create and send beautiful email newsletters, tracking open stats, remove bounced emails, manage unsubscribes



Fundraising

Process and log donations, set up funds, log tax relief, run reports, track donors



News

Publish news stories and other content, tag people and share on social media



Gallery & Resources

Post photos, artwork, year books, magazines and tag, categories and share



Events

Plan your dinners, reunions and concerts, send reminders, book tickets, process payments



Mentoring

Feature mentors, post jobs, publish careers guides and news, allow students/ alumni to search for mentors and track interactions



Clubs/ Groups

Set up sub-groups within your network, with their own news and events