



BECSLink

THE SOCIAL MOBILITY NETWORK

An Introduction to the Company's Advisory Services

We provide Corporate and Social Responsibility (CSR), Marketing and Fundraising advice, and advice and support for the management and delivery of a BECSLink Community

In this document we cover -

Advisory Services on CSR, Marketing and Fundraising:

1. Why Clients Choose Us
2. Our Background
3. Our Approach
4. Our Solutions
5. Our Initial Client Recommendations
6. Our Fundraising Feasibility Study
7. Our Step by Step Approach

Advisory Services on the Management and Delivery of a BECSLink Community :

1. Becoming a Community
2. Benefits to the BECSLink Community Host
3. Expectations of the Community Host
4. Our Step by Step Approach



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Advisory Services - CSR, Marketing and Fundraising

1 Why Clients Choose Us

- We developed our CSR, fundraising and marketing strategy through working in Business, Education, Charity and Sports environments
- We know how to market and fundraise and score quick wins
- We have the contacts to help and have no fear of building new ones
- We take great pride in the careful and thoughtful building of relationships
- We place great value on existing ethos and strengths of the Client's organisation
- We aim to achieve a unified approach to marketing and fundraising increasing cost effectiveness

2 Our Background

- Developed and led for 10 years a highly successful marketing and fundraising function at an independent school in the South East. Revenue grew from £60,000 per annum to £1,500,000 in 2013 to 2014
- Provided a unique model of outreach and enrichment activities that was supported by businesses through their CSR policies
- Added value to Admissions, Fundraising and the School's reputation
- Led exceptional and visionary academic and extra-curricular projects
- Created Local Authority, state and independent school partnerships
- Involved external organisations from the Business, Education, Charity and Sport

3 Our Approach

Our Primary Objective is to provide advice to our clients and enable solutions that:

- Add value through Corporate and Social responsibility, Marketing and Fundraising
- Accelerate the process of developing these functions
- Grow a standalone corporate and social responsibility, marketing and fundraising team and vision based on a BECSLink Community



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4 Our Solutions:

Our advice will help the Client with:

- Revenue generating outcomes for admissions and school development
- A unique whole school marketing approach within the local community
- A unique whole school “case for support”
- A research plan for the donor base to establish giving potential
- A plan for engaging, finding and retaining donors
- A strategic fundraising plan geared to the School’s development plan and with agreed fundraising targets
- A mentoring service to build a successful development and marketing team

5 Initial Client Recommendations

We recommend the Client:

- Provides the appropriate level of resource to enable the Client’s Marketing and Fundraising to flourish –
- Agree a budget.
- Ensures the best possible Marketing and Fundraising outcomes by having:
 - A clear strategic plan enabling fundraising for bursaries and scholarships, and capital projects.
 - A willingness to remove barriers to successful fundraising unless they are in opposition to the ethos of the school.
- **In particular we recommend that the Client agrees to a Fundraising Feasibility Study and becoming a BECSLink Community**



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6 Our Fundraising Feasibility Study

A Feasibility Study will

- Involve all the key stakeholders in the clients community
- Assess and deliver support for key projects
- Help identify key donors and begin an interaction with them
- Assess stakeholders support for key elements of the clients Development Plan and the proposed fundraising strategy
- Seek pledges of support for agreed private campaigns

Please Note

BECSLink assist the client in leading the Feasibility Study and with the analysis. We help conduct interviews, meetings and a questionnaire that elicits information from a cross section of key stakeholders

The Fundraising Feasibility Study Report

The Report will cover:

- The current marketing and fundraising structures and how they are integrated
- The Client's operational procedures, structure and resources

The key headings in the Report will be:

1. Introduction and Methodology
2. Executive Summary
3. Context
4. Overview of current marketing and fundraising processes
5. Recommendations for future success
6. Summary
7. Appendix (List of those consulted and how they were consulted)



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7 Our Step by Step Approach

CSR, Marketing and Fundraising Consultancy

STEP	Rate	Deliverable
STEP 1	FOC	Initial on Site Meeting
STEP 2	FOC	Initial Proposal on Consultancy deliverables
STEP 3	Day Rate	One Day Strategy Meeting
STEP 4	Day Rate	Draft Full Consultancy Proposal
STEP 5	NA	Consultancy Agreement signed Deliverables and charges agreed
STEP 6	Day Rate Agreed no days per month	Feasibility Study Set Up Agreed other consultancy <i>We would recommend 2 days a month</i>
STEP 7	Fixed Rate	Feasibility Study 2 Consultants 2 days on location 2 consultants 2 days Report Drafting and Analysis
STEP 8	Day Rate	Feasibility Report Presentation and Recommendations for further actions



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Advisory Services - Management and Delivery of a BECSLink Community

1 Becoming a Community

Becoming a BECSLink Community places your organisation at the heart of all local community partnerships

2 Benefits to the BECSLink Community Host:

- Enhanced reputation through public sector and private sector partnerships eg the links with primary schools and the local authority through activities;
- A marketing model that will attract local pupils and parents and encourage alumni and friend of the school to give financially
- Financial support from both local and national business, education, charity and sports organisations; alumni, parents and friends of the School
- Access to the BECSLink network of celebrity, charity and corporate partners

3 Recommendations to the Community Host

- Provide a member of staff for at least 2.5 days per week and an appropriate budget
- Partner a minimum of six primary schools;
- Run events for primary students and teachers
- Market the BECSLink Community and develop a corporate identity for it in the local community
- Involve the local authority and the school's governors
- Fund and source pupils from the primary schools on bursary and scholarship awards
- Engage a business, education, charity or sports organization in the Community



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4 Our Step by Step Approach

Management and Delivery of a BECSLink Community

STEP	Rate	Deliverable
STEP 1	FOC	Initial on Site Meeting
STEP 2	FOC	Initial Proposal on Consultancy deliverables
STEP 3	Day Rate	One Day Strategy Meeting
STEP 4	Day Rate	BECSLink Community Consultancy Proposal
STEP 5	Day Rate	Draft Full Consultancy Proposal
STEP 6	N/A	Fixed Consultancy Agreement signed with attached schedule in relationship to any sponsor from Business, Education, Charity or Sport
STEP 7	Fixed Rate	Registration Fee Payable on date of agreement
STEP 8	Fixed Rate	Licence Fee Per annum, Fixed Term Payable on date of agreement
STEP 9	Day Rate Agreed no days per month	Implementation, Support, Monitoring and Development We would recommend 1 day a month for the Fixed Term