

HMC Partner - SDS Group

Improve and increase Fundraising and Bursaries - a new modern and successful approach

The past is the key to effective and sustained fundraising. This is realised in two assets which every school has at their disposal:

- 1) Their alumni and school community
- 2) Their heritage, history and nostalgic archives



The alumni make up the vast majority of the school's potential benefactors.

Often overlooked, some of the most valuable assets that all schools possess are their heritage, history, the archives and a treasure trove of nostalgia.

The SDS Mercury Portal unlocks this wealth of intangible assets. This presentation of integrated assets with existing systems and social media channels achieves exceptional *proven* results, by drawing in new alumni and potential benefactors.

Case Study: Manchester Grammar School – Strengthening Fundraising and bursary support.



“SDS Mercury is a fundamental element of our strategy to promote fundraising success for the school over the coming years. The concept was a “storytelling and capturing” of all our existing resources and systems, with the added benefit of selectively and efficiently using our wonderful archives to tap into the nostalgia of the MGS Community more effectively.

Simon Jones, Director of Development at MGS

When we launched MGS-Life (SDS Mercury) we hoped it would strengthen existing relationships with Old Mancunians as well as appeal to alumni with a lower affinity to MGS. That is precisely what we are achieving, and the new style of communication has been very well received. Increasing the active alumni numbers is directly linked with our fundraising ability and success for the long-term.

The MGS Life project has delivered in every respect. Our special thanks to SDS Group for their ability to understand our aims and to turn our ideas into a successful reality.”

To find out more how **SDS Mercury** can boost and improve your fundraising opportunities, contact: Derek Blezard, Director, The SDS Group [derekb@sds-group.co.uk 07808 712928]

More information about SDS Mercury can be found on the HMC Partner Directory [here](#).