



We consider MGS-Life 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.

When we launched MGS-Life 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.

Simon Jones, Director of Development at MGS



Alumni Development -A new approach – *that really works!*

A brief, *true* story of a School Development office, one you may know, and an idea they had. It's a story with a happy ending.

1. They wanted to increase their number of active Alums
“Increasing the active alumni numbers is directly linked with our fundraising ability and success long-term”
2. They had a vision of a new, modern and engaging portal, that would draw in the Alums.
“We hoped it would strengthen existing relationships -- as well as appeal to alumni with a lower affinity”
3. They wanted to integrate and simplify everything they used, their Alumni MIS, *all* of the social media sites, newsletters, blogs, posts, everything and also tap into their vast archive.
“The concept was a ‘storytelling and capturing’ of all our resources and existing systems”

Presented in a new, easy to read, modern, style that would really interest and fascinate its audience.

So, they sketched out their idea and came to our company, SDS Group, after all, we do work with nearly 500 schools and have been working with some for nearly three decades.

We also have a highly skilled team of developers who have been at the forefront of developing new bespoke systems and solutions for schools.

The school is Manchester Grammar School, their director is Simon Jones and the end result of their idea, they have called, MGS-LIFE (<https://mgs-life.co.uk/>)

It has become a great success story.....

“The MGS-Life project has delivered in every respect”

Simon Jones Development Director MGS

It is delivering new Alums.

It has simplified their working,

And it didn't break the bank.

We call it **SDS Mercury**

- *We can* get you a bigger audience for your fundraising.
- *We can* help you simplify and streamline your existing work.
- *We can* help develop your archive, your unique treasure trove of memories.
- *We can* do a lot of other things too, like permanently protect all the stories and history your Social Media sites have acquired over the years.

If you would like to see and hear a little more, then a 15-minute Zoom/Teams presentation is all it will take.

