Introduction

Wymondham College is a unique state day and boarding school offering an exceptional educational experience.

The College is housed on a site that used to house an American military hospital during World War II, but it has not forgotten its links with the past and there are features today which remind students of the role that the site played before they and their parents were born.

Wymondham College is currently home to approximately 600 boarding students and another 600 day students.

The **Wymondham College Trust** (WCT) was established to support the college and its aims, working side by side with teachers, parents and governors, helping to ensure that future generations, regardless of social background, can have access to, and benefit from, the unique life-shaping experience that is Wymondham College.

The Trust is a registered charity and its Trustees are former students Governors, Staff and Friends of the College.

Advantage^NFP is a portfolio of products, from Redbourn Business Systems, specifically designed for the NFP sector. It includes solutions for CRM, fundraising, alumni, membership and ticketed event management.

WCT has been an Advantage^NFP Fundraiser customer since 2009 and Advantage^NFP is helping them to manage their partnerships and potentially raise more funds.

Before Advantage^NFP

"I remember back in 2008 we were using a database designed by friends of old students, and we realised that a more sophisticated system was required" admits Jackie Glenn, External Communications Officer at **WCT**.

"We needed to be able to segment groups of records based on their graduation year, geographical location, hobbies and interests, and so on, to organise reunions and targeted communication. We needed a fundraising platform where we could launch fundraising efforts and also functions were Alumni could send messages to each other" Jackie concludes.

Jackie and the WCT Team started a tendering process involving a number of fundraising CRM databases, including **Advantage^NFP Fundraiser** from Redbourn Business Systems.

During this process, WCT identified the need to also manage local relationships with local businesses and local authorities through the new system.

"When we met with the Redbourn Business Systems team, we were very impressed with the wealth of sector knowledge and examples of what similar organisations to WCT were doing through Advantage^NFP Fundraiser. Their team won us over with their expertise and professional approach to our cause" Jackie declares, adding:

"We saw a couple of other systems who were considered the market leaders at that time, and we found these very complex and difficult to use, in addition to their higher prices".

Here comes the Advantage^NFP Fundraiser

Although the process of implementation was a long one Redbourn Business Systems allocation of a dedicated Project Manager made this very smooth for WCT.

"We had thousands of records and even though it was a long process, the Project Manager from Redbourn configured Advantage^NFP Fundraiser to our precise requirements without any problems" Jackie highlights.

WCT is also using the Web browser-based **Alumni module** within Advantage^NFP Fundraiser including a facility for its Alumni to search and contact each other.

"Our old students can list their current profession, location, and hobbies/interests in their personal profile. We are then picking up this information in Advantage^NFP Fundraiser and organise events such as reunions and workshops for our current students with an Alumni talking to them and offering career advice" Jackie describes.

"Advantage^NFP Fundraiser is now essential to almost everything we do: Mail-shots, Fundraising Activities and Managing Events through the Attendance Manager, are just a few of the processes the

database simplified for WCT" admits Jackie Glenn.

"Our latest play, **Les Misérables**, was a huge success and through the Alumni profiles we identified old students who listed theatre and the arts as their hobbies. What was very impressive is that some of them travelled hundreds of miles to see the show, and without Advantage^NFP Fundraiser and the Alumni module we wouldn't be able to achieve this" says Jackie.

The Future at WCT

Wymondham College Trust has just celebrated its 60th anniversary and Advantage^NFP Fundraiser was an integral part of managing all aspects of this process.

"It is so exciting we have reached this great milestone in our history as a College and we are delighted we had this database to help us organise all the details of the events covering our anniversary" says Jackie.

"In the near future we will be using the system even more to manage our vital relationships with local businesses, our Alumni and all other supporters, of the College" Jackie concludes.

"Having Advantage^NFP Fundraiser to manage all aspects of the Trust will allow us to explore other territories such fundraising events and more online presence activities.

We are really looking forward to a great future at WCT, and having Redbourn Business Systems as a supplier to help us with managing all that is very exciting!"

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