



ASSOCIATED  
CHRISTIAN SCHOOLS  
*Life through Christian education*

# ACS One Day Conference for Principals on Strategic Marketing and Development

Tuesday 27th  
March 2012

Venue: Science Centre, Citipointe Christian College, Wecker Road, Carindale

Time: 9:00am-2:00pm

Cost: \$50 (excl) ACS & ADAPE members  
\$85 (excl) non members

## PRESENTER:

Dr Alan Kerbey, Director of Development,  
Monkton Combe School, Monkton Combe, Bath, UK



TIME	EVENT/ACTIVITY
9:00am-9:25am	Registration
9:25am-9:30am	Welcome
9:30am-10:30am	Session 1
10:30am-11:15am	MORNING TEA & NETWORKING
11:15am-12:30pm	Session 2
12:30pm-1:00pm	DISCUSSION & FORUM
1:00pm-2:00pm	LUNCH & FELLOWSHIP
2:00pm	CLOSE

**\*\* See attachment for list of topics Dr Alan Kerbey will be covering \*\***

## REGISTRATION FORM

Please complete and forward this section before Monday, 5 March 2012  
I will attend the ACS Conference for Principals on Tuesday, 27th March 2012

Name \_\_\_\_\_ Position/Title \_\_\_\_\_  
School \_\_\_\_\_ Phone \_\_\_\_\_  
Postal Address \_\_\_\_\_  
EmailAddress \_\_\_\_\_  
Dietary Requirements \_\_\_\_\_

RSVP: Mrs Michelle Murray  
PA to ACS Executive Officer, Accounts Officer, Conference Secretary  
PO Box 2238, Mansfield DC, QLD, 4122  
Email: mmurray@christianschools.org.au  
Ph: 0407 764 550

## **DR ALAN KERBEY WILL BE COVERING THE FOLLOWING TOPICS:**

- Successful fundraising - the importance of developing and articulating a vision for your school.
- Defining your target audience - Identifying, cultivating and approaching key potential donors.
- Why give to a school rather than to other needy causes?
- The role of the Head and Board members.
- How to create an environment for successful fundraising - strategy and tactics?
- Starting out - where do I begin and what sort of team and resources do I need?
- Developing fast-track and longer-term strategies.
- Where should I focus my energy - major gift fundraising, low-level giving, trusts and foundations, legacies?
- Monitoring success - key performance indicators.
- Fundraising in a Christian environment - the importance of prayer.
- Case studies of success - and also disappointment!

## **PRESS RELEASE - DR ALAN KERBEY**

Monkton Combe School's Director of Development has been awarded an OBE in the Queen's New Year's Honours List for services to medical research, education and young people.

Dr Alan Kerbey, who has worked at Monkton since 2002, began his career as a scientist. He studied at the universities of Bristol and Oxford and graduated with a PhD in Biochemistry in 1978. In 1985, he was appointed as a Senior Research Fellow at Oxford University and a Lecturer in Biochemistry at Trinity College, Oxford. He is the author of over 150 scientific papers, book chapters and commissioned articles on the molecular basis of insulin action in relation to the pathogenesis of diabetes and related disorders and has lectured extensively on his work to scientific audiences worldwide. Following the award of a Fellowship from the Royal Society, he established a programme of research with the Department of Medicine and Endocrinology at the University of Sydney, Australia and has collaborated with pharmaceutical companies on the development of anti-diabetic drugs. He was elected as a Fellow of Trinity Hall, University of Cambridge in 2000.

In 1992, Dr Kerbey left the world of academia to take up the post of Executive Director of Crusaders, an international Christian youth organisation. He was responsible for the development of new strategies which were aimed at engaging with an increasing number of young people, nationally and internationally, with a special emphasis on those who lived in deprived areas or who were marginalised, and this led to Crusaders enjoying its best ever rate of growth in the organisation's 90 year history. He was regularly invited by the national media to contribute on issues relating to young people and youth culture, he has edited a number of seminal books on youth work, and has been a member of Government working groups.

In 1998, he continued to combine his interests in research, education and young people when he was appointed as the Director of Development at Trinity Hall, University of Cambridge. During this time, he raised over £14m to support the college's development programme. He worked closely with Professor Stephen Hawking and the former Archbishop of Canterbury, Lord Runcie, to establish Professorial Research Fellowships in the fields of Astrophysics and Theology respectively, and successfully campaigned - and secured - £2m of funding to enable these fellowships to be permanently endowed in their honour for the benefit of future generations of outstanding research workers.

Since 2002, Alan Kerbey's work at Monkton Combe School has involved the implementation of a range of highly successful programmes in the areas of marketing, public and external relations, and fundraising. Monkton is currently enjoying a period of transformational growth and development with record numbers of pupils joining the school and an investment of over £12m in new facilities.