

What being an ambassador entails

Thank you so much for agreeing to be a parent ambassador for our Giving Day. We know your efforts will make a huge difference to our fund-raising potential.

Our central goal remains the headmaster's ambition to fund one in five students at the school, but this year our focus will be to support Trinity families hard hit by the Covid19 pandemic. School life and how we can mark this day have, of course, been hugely affected by the virus, but we are determined not to let Covid-19 derail us. We are so grateful for your efforts.

Many families were drawn to Trinity by its strong caring ethos and it is in that spirit that we focus our efforts this year. And it is for that reason the Trinity Parents Association has agreed to join forces with us. Some families have kindly donated their fee reductions to our hardship fund, others have already asked for help.

How does the Giving Day work?

Fund-raising will take place over a 36-hour period from 8pm on June 17 (to cater for overseas alumni) to 8am June 19 and there will be financial goals and to reach. Target sums might be set for a particular alumni year group – the class of 86, for example – or a subset of current Trinity families (the rugby touchline supporters, for example, or the choristers' families).

What does an ambassador do?

Ambassadors will galvanise and leverage support. Ideally, two or three ambassadors in each year group will encourage parents they know to make donations, and disseminate progress information on the day.

You will not be required to answer awkward questions without support. The development office has prepared some messages (see below) so that all the ambassadors are putting out a uniform response.

From the beginning of May, the campaign will be trailed through postal, email and social media channels and word of mouth opportunities. Ambassadors will be asked to amplify the message among their own peer groups during this period. On the Giving Day, 30-40 ambassadors will send out messages of encouragement to their contacts, urging them to give and complete a particular challenge or goal.

There is a tailored website - www.trinitygives.org.uk - which will give real-time feedback on progress, a list of donations (anonymous or otherwise) and PayPal and card online payment options. The website sets out the rationale for the fundraising and provides life stories and multimedia clips about Trinity, school life, and feedback from past recipients of bursaries, young and old.

Seed donors

We have asked key supporters from each chosen challenge group to become "seed donors", making the gifts of their group members more effective by matching donations up to a given level. We have already received seed donations from £200 to £1,000. If you would like to learn

more about seed donors, contact David Young on development@trinity.croydon.sch.uk or 07887 895301.

The key messages for ambassadors to use

Bursaries transform lives for able children who would not usually benefit from an education at Trinity; sometimes because their families do not think they will fit in, sometimes for purely economic reasons.

The Trinity community is inclusive and generous. Our parents choose to send their children to +Trinity not just because it offers academic excellence and fantastic co-curricular opportunities, but also because their children get to mix with others from every background and walk of life. Bursaries, both long-term and temporary in nature, enable us to maintain this crucial aspect of the Trinity ethos.

A place at Trinity significantly improves academic outcomes for talented children who might not otherwise reach their full potential. For current students whose families have fallen temporarily on hard times due to the coronavirus pandemic, a move to another school could severely impact their academic outcome and impair their life chances.

Thank you so much for offering to help. If you have any questions, please contact David Young on development@trinity.croydon.sch.uk or 07887 895301.