

Powerful Partnerships for Parent/Family Fundraising | 12.13.2018

Kathy Drucquer Duff

Leftover questions from the webcast:

Q: Have you worked with Canadian Universities/Colleges on student/parent philanthropy? If so, can you compare/contrast the student/parent experience between US/Canada based institutions with philanthropy? If not, how much does an established tradition of student/alumni/parent engagement correlates to success? And, what are some key factors that motivate parent giving?

- **Ans:** I would be happy to do a quick call with this one...But, in a nutshell...Yes, I have had some experience, although much more limited than my US experience. Parents want to know that University is a good path way for their children. Regardless of location, can we identify what programs parents care most about (traditionally it is campus safety, wellness and student success)? And then, can we demonstrate how philanthropy makes those programs stronger? (i.e., parent support added additional hours at the library; parent support provided new bikes for campus safety officers; parent giving created funds to support welcome week wellness packages for all first-year students). Start small and build...but do build! The return on investment is a win for all.

Q: Do you have some examples of brief statements of "what it means to be part of the donor family at xxx". We lack in this area across the board, especially a succinct statement.

- **Ans:** Can you identify what it means to be a donor at your institution? How does philanthropy enhance the good work that you do? Then take that impact, and create it in to a statement. For example: Parents create additional pathways for student success. At xxx, we are grateful for parent philanthropy that has added 1000 hours of bike patrols across the campus, creating a safer campus for all. We invite you to join our donor family and add to this important impact.

Q: Fordham Law: Can you provide specifics about what asks you make during family weekend?

- **Ans:** Ask family members to join in our community of giving, and then provide 1-3 examples of how private support has enhanced the student experience at Fordham. Ask a parent to make the pitch, or ask a student to share how philanthropy has enhanced their student experience.

Q: Please recommend staffing levels for a parent's program: minimum, middle level, ideal level.

- **Ans:** This varies depending on campus size and existing resources. I think at the minimum, one staff member should be dedicated to parent giving as their 100% charge

(pure fundraising position). Preferably, I have someone dedicated to donor pipeline for parent and family giving, and as the program matures, I also have a dedicated resource for major giving for parents and families. Then as the program continues to grow, a donor relations specialist that has at least a portion of their time dedicated to this area. This would be outside of the parent Board responsibilities (if you have), and any parent programming.

Q: Albion College: Do you have any suggestions for how to respond to/preempt parents that say "we're already paying enough in tuition" when asked to support philanthropically?

- **Ans:** It is important to recognize that the payment of tuition is a deep commitment, and we recognize that. I often like to talk about philanthropy as a great enhancer, and that they have an opportunity to enhance the overall campus experience through giving. I would then tell a story about another parent who said something similar, but after discussing the meaningful ways that giving supports student success, they opted to make a gift to xxx. Parents are like any other donor base, they want to know they are not the only ones being asked. Demonstrating how parents/families make a difference allows you to role model behavior to other parents

Q: "Alumni/Current Parent – Alumni remains primary and assigned to the Unit based on the major of the Parent(s)" Do you find these parents give more toward their major or their students'?

- **Ans:** Absolutely to the area of impact for the student. But cultivate for a joint gift...ask for more than one area (if you can make a good case, they often give more, and then we are role modeling for the student as well!)