

Powerful Partnerships for Parent/Family Fundraising

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LEARNING OUTCOME

After participating...

You will have new tools to advance or expand the conversation about the importance of parent fundraising for your institution.



 REFLECTION

“If we are together nothing is impossible. If we are divided all will fail” ~ Winston Churchill

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 CORE CONCEPT

- In the United States, the average gift of a new parent is higher than that of new alumni or new community members.

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■ THE OPPORTUNITY

- Most parents are already engaged with our campuses before they ever hear about advancement/fundraising
- They scour our web pages
- They brag about our campus
- They shop in our book stores
- They talk about us on Facebook



■ CONVERTING PARENT ENGAGEMENT TO PHILANTHROPIC ENGAGEMENT

- Education is key
- Look for parallels (private schools, enhanced programs, rankings, school foundations)
- Invite them early
- Create meaningful ways for them to serve as champions
- Role model behaviors we are looking for



■ WHAT PARENTS CARE ABOUT

- Their child's experience and success, first and foremost
- Safety and well being
- Experiential learning
- Meaningful employment after university
- Bragging rights



■ WHAT ARE THE OPPORTUNITIES

- First admission office outreach (recruitment piece)
- Campus tours (in word and in writing)
- Orientation
- Move in
- Special immersion programs (summer or just prior to classes starting)



■ WHERE ARE THE OPPORTUNITES

- Story boards in campus areas during all pre-student/new student events
- Family weekend
- Open houses
- Homecoming
- Move out
- When/where else?



CHAT

**Can you identify one
opportunity for your
institution?**

MISSED OPPORTUNITIES

- Parent/family welcome receptions and orientations with no mention of philanthropy, and no development staff present.
- Giving envelopes on tables with no statements of impact.
- Staff working tables who don't understand, or don't like the "notion" of asking

MISSED OPPORTUNITIES

- No strategies in place for parents whom we have now known about for months (and with the increase in early admission applications, in some cases we've known for almost a year).
- Parent asks sandwiched briefly between other housekeeping statements at orientation.
- No demonstration of how philanthropy supports the programs that I care about most as a parent (student success, safety and wellness).

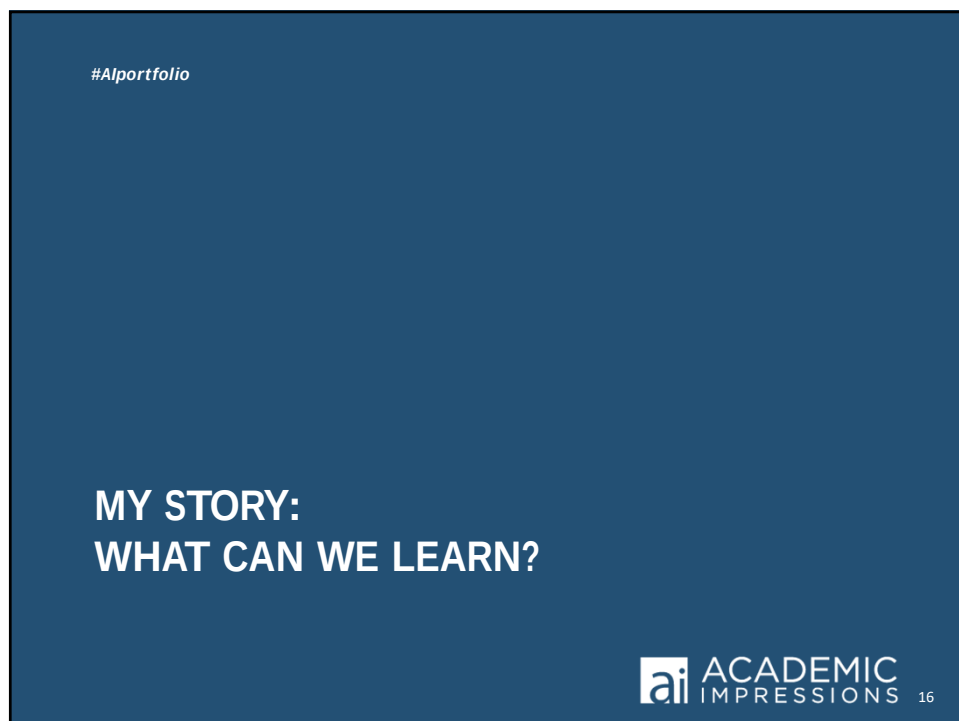


CHAT

Can you identify a missed opportunity at your institution?

TIMING IS EVERYTHING

- If you do not have a hook early, you will have no hook at all!
- Hope is not a strategy, you must be thoughtful in approach and ask
- Every parent should be given the opportunity to give
- Build upon pride points



■ KEY CONSIDERATIONS

- Focus on new students who attended private or prep schools
- Consider a supplemental application or intent to admit form
- Cross-reference new students private & prep school list with affluent zip codes
- Add wealth screening with confirmed assets
- Track current parent/family giving to identify hosts for receptions



■ KEY CONSIDERATIONS

- Distribute the highest of high-net worth prospects to Principal Gifts, International or Major Gift teams
- Alumni/Current Parent – Alumni remains primary and assigned to the Unit based on the major of the Parent(s)
- Non-Alumni/Current Parent – Assigned to a blend of staff



■ KEY CONSIDERATIONS

- Explore the ability to cultivate International Parents & Families in key global markets for the university.
- Student Affairs to offer/provide training to both alumni and development staff to grow their core competencies in the student experience outside the classroom.

■ KEY CONSIDERATIONS

- Be in front of parents/families while the iron is hot – January through November of the 1st semester of their students' first year
- Move the major gift timeline for parents from a 4 year process to a 2 year process
- Evaluate annually and repeat the process every year.

CURRENT TRENDS/WHAT CAN WE LEARN

- Focus on top percentage
- Two year pledges
- Integrating parents into regional events
- Larger first asks
- Other?



CHAT

**What does it mean to be a
part of the donor family at
your institution?**

■ THE IMPORTANCE OF PARTICIPATION

- First-gen families
- How are we messaging a donor home for all?



■ CORE CONCEPTS

- Donors are more comfortable talking about money than we are
- When we do not invite parents to participate in philanthropy, most of the reasons have to do with our discomfort, versus their comfort



■ OVERCOMING OBJECTIONS

- Objections are an important part of the decision making process
- Objections provide the opportunity for us to listen and engage
- Objections lead to negotiation, a critical part of a successful solicitation
- Objections should be conversational, and they should be anticipated

■ FEAR OF OBJECTION SHOULD NOT STAND IN YOUR WAY

- When asked, most campus leadership will tell you an objection is a no
- Moving the needle

■ MAKING OBJECTIONS CONVERSATIONAL

- Tuition/private school
- Cost of a college education today
- Professor/staff issue
- Roommate issue
- Too much fun
- Not enough fun
- University



QUESTIONS

■ MY REQUEST TO YOU

- What concept from this conversation can you deploy, explore or implement this week?
- Who is your most natural partner?
- Where is your greatest opportunity?
- Build in bite-size pieces, but build!

■ CLOSING REFLECTON

“Success is not just what you accomplish in your life, it is about what you inspire others to do” ~ Unknown



EVALUATION

Thank you!

Please remember to complete the event evaluation.
Your comments will help us continually improve the
quality of our programs.

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