

Building Your Parent Fundraising Program from the Ground Up

We love helicopter parents!

What do parents bring to your school?

- Enthusiasm
- Love for the university of the present
- Great ambassadors
- Corporate and foundation connections
- Philanthropic support and credibility to the fundraising process
- The parent perspective

Why do parents volunteer and give?

- Desire to continue their involvement in their child's educational experience
- Excuse to visit their kids!
- Passionate about quality of educational experience now and in the future
- Access and chance to connect
- Affiliation
- Networking

Fundamental Keys to Success

- Buy-in and support from internal stakeholders
- Benchmarking and research
- Asking the right questions
- Early identification and cultivation

After Program is in Place

- Continued cultivation
- Asking – Triple Ask
- Parent involvement and stewardship
- Teamwork – not a silo mentality
- Family giving approach

Vanderbilt Profile

- Founded in 1873 in Nashville, TN
- Undergraduate programs in liberal arts and sciences, engineering, music, education and human development
- 6,402 undergraduates and 5,079 graduate and professional students
- 81% of undergrads live on campus
- Undergraduate tuition alone is approximately \$32,000

Vanderbilt Statistics

- Around 50% of kids from private schools
- Around 50% not on need-based aid (this number went down to 40% during the last admissions cycle)
- Most money from N.E. corridor and Texas (mainly Houston)

The Vanderbilt Model

- Centralized
- Only focused on fundraising
- Hybrid Major Gifts and Annual Fund
- Strong partnership and clear communication
- Everyone has a stake in the program's success
- Family giving approach

History and Evolution

- 1993: Program Created
- 2000: Parents Leadership Committee created
- 2003: Parents & Family Office created
Grandparents identified as potential prospects
- 2006: Parents & Family Office reporting structure falls under Development & Alumni Relations

How are parents solicited?

- Development officers and University leadership
- Direct mail appeals (peer to peer)
- Student to parent calling program
- Peer to peer one on one solicitations

How are parents identified?

- Other parents and leadership volunteers
- High school admissions counselors
- Multi-generational wealth
- Admissions Office has the potential to help with the identification process after trust is built

Show me the money

2002-2006 Comparison of Vanderbilt Parent and Grandparent Giving

Fiscal Year	Unrestricted	Restricted/ Endowment	Total
2002	\$1,015,941	\$4,442,293	\$5,458,235
2003	\$1,119,195	\$7,115,201	\$8,234,397
2004	\$1,365,627	\$3,274,791	\$4,640,418
2005	\$1,681,096	\$5,602,227	\$7,283,323
2006	\$1,815,438	\$8,045,080	\$9,860,518

Show me the money

2002-2006 Comparison of Parents Leadership Committee Giving

Fiscal Year	Unrestricted	Restricted/ Endowment	Total
2002	\$126,273	\$594,320	\$720,593
2003	\$288,608	\$441,699	\$730,307
2004	\$551,057	\$735,657	\$1,286,714
2005	\$791,072	\$2,155,794	\$2,946,866
2006	\$1,137,656	\$2,846,454	\$3,984,100

Maximizing Resources

Is your goal participation or dollars?

If the goal is participation:

Utilize volunteers – parent to parent
calling or mailing program

Think about a Parent Challenge to kick-off the program

Remember heavy volunteer management for a small
staff is a challenge

Maximizing Resources

Is your goal participation or dollars?

If the goal is raising as much money as possible:

- Invest in a tool (Target American, Kintera) that will allow you to identify your top tier of potential parent prospects
- Rely on leadership volunteers to help you identify top prospects – Board of Trust Members
- Focus on creating a Leadership Committee – make sure you have strong support from the top down

Questions

Information can be accessed at

CASEKY.org/conference2006program.asp

Please feel free to contact me directly at

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Additional Resources

- CASE *Currents* – “Parents & Advancement,” Nov/Dec 2004
- College Parents of America - www.collegeparents.org
- *Parents Programs: How to Create Lasting Ties* by Larry J. Weiss
- *Millennials Go to College* by William Strauss and Neil Howe