Fundraising: Looking at the Private Institutions

*Student Affairs & Parents – a natural partnership*

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Three areas of focus:

- Parent opportunity within development
- Comprehensive Parent programming
- Programming example – The Parent’s Cabinet
Student Affairs and Parents – Natural Partnership

• Greatest development opportunity growth
• Fundraising and Engagement
• Changing nature of students
Important Parent Programs Factors

Data Collection
- Collect current parent giving data
- Current donors, giving levels, wealth screening

Development Enterprise Partnership
- Partnership brings the best of both worlds engagement and best practices in fundraising.
- Ask for a team based model with one major gift officer leading the efforts.

Engagement Opportunities
- Parent volunteer opportunities
- Events both on campus and in parent’s hometowns
- Communications

Cultivation and Solicitation
- Parent’s being solicited for major gift asks needs the same involvement as alumni
- Parent Solicitation starts early and often
Step 1

• Data Collection

• Current parent opportunity at Clemson
  • Over 1,000 Current Parents with a net worth greater than $2M+ who have never given
  • Net worth growing at a higher rate than our alumni

• Study of Parent Giving Programs at Private Institutions
  • Why privates?
  • 2 case studies
Why focus on the Private Institutions?

• History of Philanthropy
• Typical Path: Private High School to Private Institution
  • Parents in philanthropic mindset
  • Understand importance and how it works
• Goal: 90% parent participation
• Raise big $
Focus: Parents from Independent Schools

• Parents already in a culture of philanthropy
• Recognize fundraising is a part of a larger cause
• Trained in peer to peer solicitation
Case Study 1: Brown University

• Undergraduate Population: 6,118
• Tuition and fees: $42,000+
• Record setting FY12: $7.2M – Parents Annual Fund
• 7,526 members supported
• Parents Council: roughly 50 members
Case Study 2: Duke University

- Undergraduate Population: 6,484
- Tuition and fees: $44,000+
- FY12: $4.3M – Parents Fund
- 5,000+ donors supported
- Parents Committee: 300+ non-alumni Duke parents
Translating Private Model to Clemson

- Undergraduate Population: 16,562
- Tuition and fees: $30,000+ (out of state), $13,000+ (in state)
- FY12: Parents Fund roughly $130,000
  - Parents’ Development Board Contribution: $6,000
• Development Enterprise Partnership

• What we know about parents from high net worth households:

  • 201 volunteer hours a year
  • 80% volunteer with a non-profit
  • 62% work with fundraising activities
  • 61% of them serve on a board of directors
  • 55% volunteer to plan an event
Working with your development enterprise:

• Your institution's model
• Parent constituency ownership
• Bring the opportunity of engagement to the table from the student affairs side
• Work to get a small team dedicated to parents and student affairs
• Philosophy of collaboration
Step 3

○ Engagement Opportunities

What is currently in place and can be built upon?

What needs to be developed?

- Executive Advisory Board (small)
- Parent’s Cabinet
- Move In Day Reception
- Send off events

- New parent’s luncheon
- President’s house event
- Campaign involvement
- Parent’s Weekend
- Football
Step 4: Cultivation and Solicitation

1. Engage early - set a goal to see top net worth parents
2. On first visit as for an initial level annual gift
3. Plan to solicit all parent’s no later then the first term via mail
4. See parent’s who give through the phon-a-thon at higher annual levels
5. Collect data early and often on giving - ROI
Translating Private Model to Clemson
Leadership: Parents’ Cabinet Overview
Where We Are Now

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Leadership: Parents’ Cabinet Overview
Where We Want to Grow

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Leadership:
Parents’ Cabinet Overview

• Goal for FY14:
  • 15 Members (Team Captains): $225,000
  • 45 Team Members (3/PC Member): $270,000
• FY14 Parents Fund Goal: $400,000
Case for Support: Student Affairs

• We believe everyone has the potential to positively impact the world
• Mission, Vision and Goals
• Keep students safe and healthy
• Inspire to reach potential
• Agents of positive change
Case for Support: Parents Fund

• Enhance the Clemson Experience NOW
• Late Night Programs
• Tiger Transit
• Internships
• Career Center Computer Software
Strategy: Prospect and Training Tools

- Tools to be successful
  - Solicitation Training
  - Guidelines and Expectation
  - Prospect Lists
  - Business Cards/Stationary/Thank You Notes
- Couples Model
Strategy:
Solicitation Training

Phone Solicitation Script

The following is a suggested phone solicitation script. You may use this as a starting point to help you include the items you’d like to cover during your conversation. You will, of course, want to put this in your own words.

**INTRODUCTION/PURPOSE**

- “Hello, Dr. /Mr. /Mrs. Clemson Parent. This is [Your Name]. My son/daughter is [Class of Year] at Clemson. I am calling this evening as a member of the Clemson Parents’ Cabinet. Is this a good time for you to talk?”
- “I spoke to my Clemson student this evening, and as usual, there was so much exciting news about what he/she is up to on campus! How is [Student Name] enjoying the semester so far?”
- “The purpose of my call this evening is to follow up on the letter you received recently from the National Chairs of the Clemson Parents’ Cabinet. As the letter explained, the Parents’ Fund is part of Clemson’s ongoing fundraising effort. The Parents’ Fund provides a vital portion of Clemson’s annual operating budget, which supports, for example, new cocurricular initiatives, evening transit service, safety programming, and wellness equipment. Without annual unrestricted gifts to the Parents’ Fund, the tuition that each of us would have to pay would be even higher.”
- **For prior donor:** “Last year you were terrific to support the Parents’ Fund with a gift of $Gift Amount. As we strive to better our total from last year, would you consider increasing your support this year to a gift of $Ask Amount?”
- **For first-time donor:** “We hope to better our totals from last year by gaining support from additional Clemson parents. Would you consider a leadership gift of $Ask Amount to the Parents’ Fund?”

**RESPONSES (POSITIVE)**

- “That’s great! Thank you for your support! I will put you down for a pledge of $Pledge Amount and inform Clemson of your commitment.”

**RESPONSES (UNSPECIFIED)**

- “In order for me to inform Clemson of your support, it would be very helpful for me to put you down for a specific gift to Clemson. Would you consider a gift of $Ask Amount? If you pledge now, we can include your gift in our totals, but you won’t have to pay your pledge until June 30, when the fiscal year ends.”
Strategy: Solicitation Training

Phone Solicitation Script

RESPONSES (OBJECTIONS)

- Negative response: “I’m sorry that you won’t be able to support Clemson with a leadership gift this year, but I do hope that we will be able to count on your support at a level where you feel more comfortable. Participation is an important component of our success, and every parent gift counts toward our goal.” As you make your calls, you will become familiar with a broad spectrum of responses from the parents you contact. Below are some of the most frequent objections to making a gift, along with suggestions for your response:

  - I’ve already given: “Thank you for your support! Occasionally, there is a short lag between the time a gift is recorded and the time I receive an update from Clemson. I will confirm your commitment with Clemson and I regret any confusion from my call. Thanks again for your gift!”

  - I wish I could contribute, but I’m already paying over $40,000 in tuition, room and board: “As a fellow parent, I know that tuition and fees are a significant cost. When I signed on to volunteer for Clemson, I learned that when you calculate the total costs of educating a student at Clemson, tuition and fees don’t nearly cover all of the expenses. Gifts to the Parents’ Fund subsidize Clemson’s operating budget and help keep tuition from increasing. Would it be possible for you to consider a gift at another level? If it seems appropriate, try to explain the importance of participation rates in the Parents’ Fund and ask the parent to consider a gift below the leadership level.

  - I’d like to contribute, but frankly I’m upset with Clemson: “If you could explain your concern to me, I’d be happy to relay the information to Clemson and find out if we can help the situation.” Take time to listen to the concern and, if appropriate, indicate possible follow up action for staff back at Clemson.

  - I don’t want to commit right now: “I understand that it is an important decision. Would it be okay for me to call you back after you’ve had a chance to think it over?” Try to set a specific time to follow up your request.

  - My spouse makes all the financial decisions in our family: “Thank you for speaking with me tonight. Would it be possible for me to call you back after you’ve had a chance to discuss it with your spouse or to call to speak to your spouse directly?” Try to set a specific time to follow up your conversation or to contact the other parent directly.

CHECK CONTACT INFORMATION

- “Would you mind confirming that I have the correct contact information for you and your spouse?” Please make sure we have the correct address, phone number, and email address in our records. Also, please be sure to note if someone prefers to be called a different name than our records indicate (i.e. Mark Smith goes by Trey, or John Patch goes by Jack).
Cabinet Member Role Descriptions

Clemson Parents’ Cabinet members will serve a two-year renewable term and will be asked to:

- contribute a minimum annual gift of $5,000 to the Parents’ Fund with multiyear pledges encouraged;
- increase awareness of the Parents’ Fund among other Clemson parents, helping to obtain additional gifts to the Parents’ Fund annually with a goal of raising a minimum of an additional $10,000 per team;
- help build relationships between Clemson parents and the University as an ambassador of Student Affairs and the University;
- identify potential leadership donors by reviewing rosters of incoming Clemson undergraduate students;
- report results of prospective contacts to the director of development for Student Affairs;
- identify internship opportunities for Clemson students in respective member areas;
- submit contact reports of interactions with prospects;
- attend spring Student Affairs event and Parents’ Cabinet meetings;
- attend fall Parents’ Cabinet meeting and events during Parents’ and Family Weekend.

I agree to above Cabinet Role Member duties and by typing my name in the field below I am digitally confirming my acceptance to carry out these duties.

Please type name, save, and return to hoover@clemson.edu.
Strategy: Prospect Lists

• Wealth Screening
• Identify and connect early
• 20 prospects per team captain
• Database access
Strategy:
Parents’ Cabinet Tools
Strategy:
Parents’ Cabinet Tools
Looking to the Future

- 40-50 Team Captains (couples)
- 120-150 Team Members
- Class Chairs and Co-Chairs
- Gift Clubs
- Multi-million dollar shop
Questions?

THANK YOU!