THE CHARGE

• Create a parent fundraising program aimed at bringing in major gifts

• “It’s only you…

• …we’re already in a campaign..

• …there’s not much infrastructure…

• …and nobody’s ever done this before at Purdue.”
• Does your program have a leadership giving society for parents?

• Are you the major gift fundraiser for the Parent Fund or are you a Director of Parent Giving?

• Are you housed within Student Life?

• How do (non-alumni) parents first become introduced to giving at your institution?
Benchmarking Participant Institutions

- University of Michigan
- Texas A&M University
- Northwestern University
- University of Florida
- University of Wisconsin
- Stanford University
- The Ohio State University
- University of Minnesota
- Texas A&M University at College Station
- NC State University
Do you have a leadership giving society for parents?

The Ohio State University

University of Wisconsin

Stanford University

University of Michigan

Northwestern University

The University of Texas at Austin
PARENT & FAMILY CONNECTIONS

Engages family members as partners | Provides resources, information, tools, and services | Empowers students to be successful | Liaison office for Purdue families
Parent Relations
- Newsletter
- Social Media
- Helpline
- Orientation

Parent Philanthropy
- Major gift fundraising
- Annual Fund/Parents Fund
- Day of Giving
# Parent & Family Connections Programs & Services

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SUCCESS STORY – NADINE S.

• Summer orientation
• Parent & Family Volunteer Network
• Parent & Family Social Host
• Leadership annual giving donor
• Agreed to host President’s Council recruitment event
THAT BEAUTIFUL MIDDLE GROUND

- Social media campaigns for giving
- Newsletter “plugs”
- Prospecting at orientation and other parent events
- Assistance with event planning
- Trains another fundraiser to help me!
PARENT & FAMILY CAMPAIGN UPDATE

• From 36 units across the University, parents of current students have contributed $35.9M
NON-ALUMNI PARENT DONOR FOCUS

• Parents Fund as introduction
  • Projects supported

• Creating opportunities for these parents to engage with Purdue via their student’s passions

• Student Life is leading the fundraising among non-alumni parents due to the impactful nature of our work with students
  • More than $2M raised from non-alumni parents to date in Student Life
PARENTS FUND UPDATE

Record setting year! (July 1, 2016 to June 30, 2017)

$177,116.49 in total dollars raised
$151,660.82 in June of 2016
$85,055.30 in June of 2015
TIPS TO IMPLEMENT

• Utilize existing partnerships, create new friendships…find some help
• Minding the edges of parent relations
• Create family engagement opportunities
• Utilize Rally Line/Telefund
• Find the emotional ties of Student Life work and Development work
ENGAGING PARENTS IN PHILANTHROPY: A UNIVERSITY/FOUNDATION PARTNERSHIP

Kelley: kstier@purdue.edu
Colton: CLWithers@prf.org

We’d love to connect with you!