

# ENGAGING PARENTS IN PHILANTHROPY: A UNIVERSITY/FOUNDATION PARTNERSHIP

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# 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**



Do you have a leadership giving society for parents?



THE OHIO STATE  
UNIVERSITY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



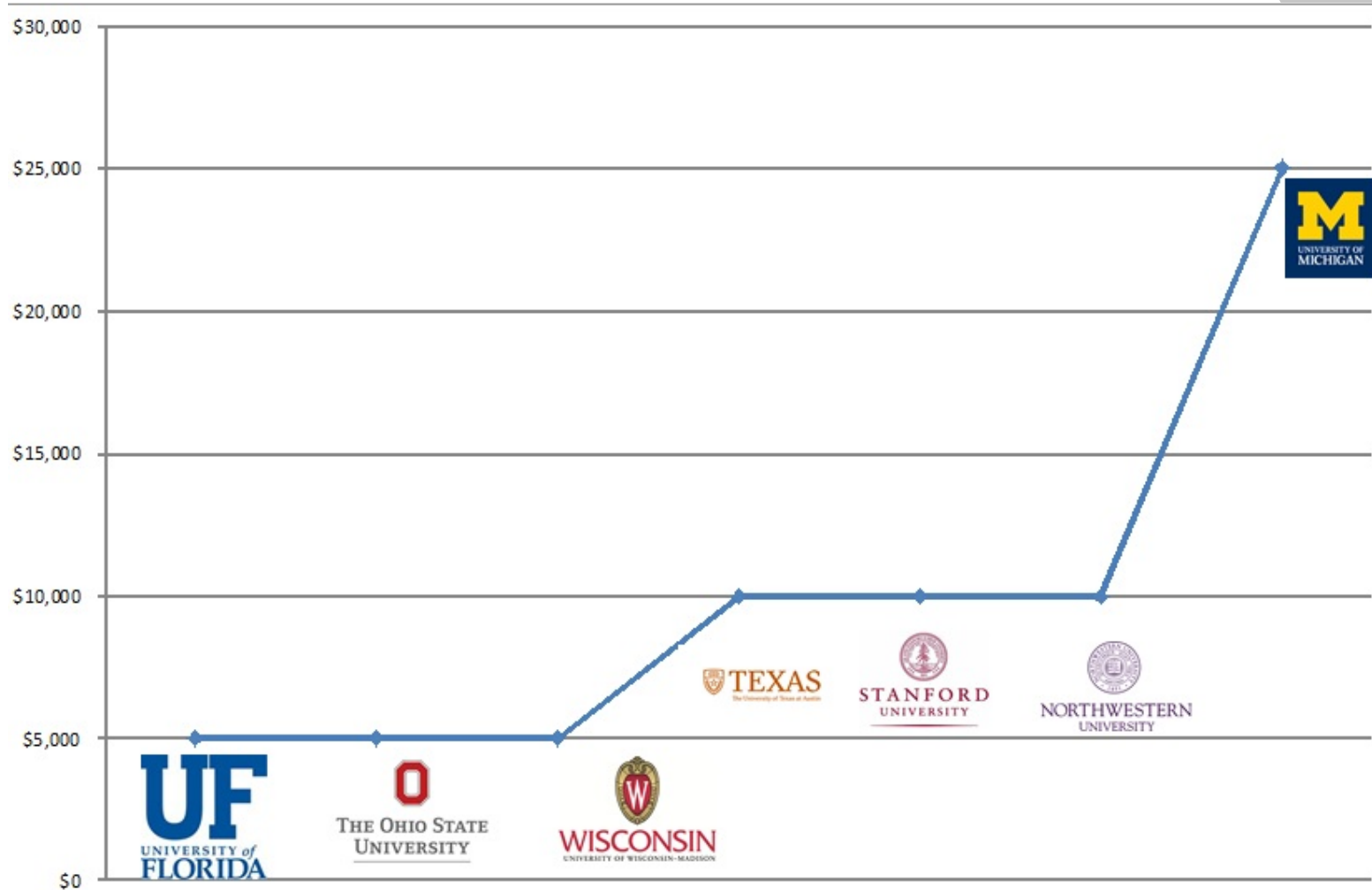
STANFORD  
UNIVERSITY



NORTHWESTERN  
UNIVERSITY



TEXAS  
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

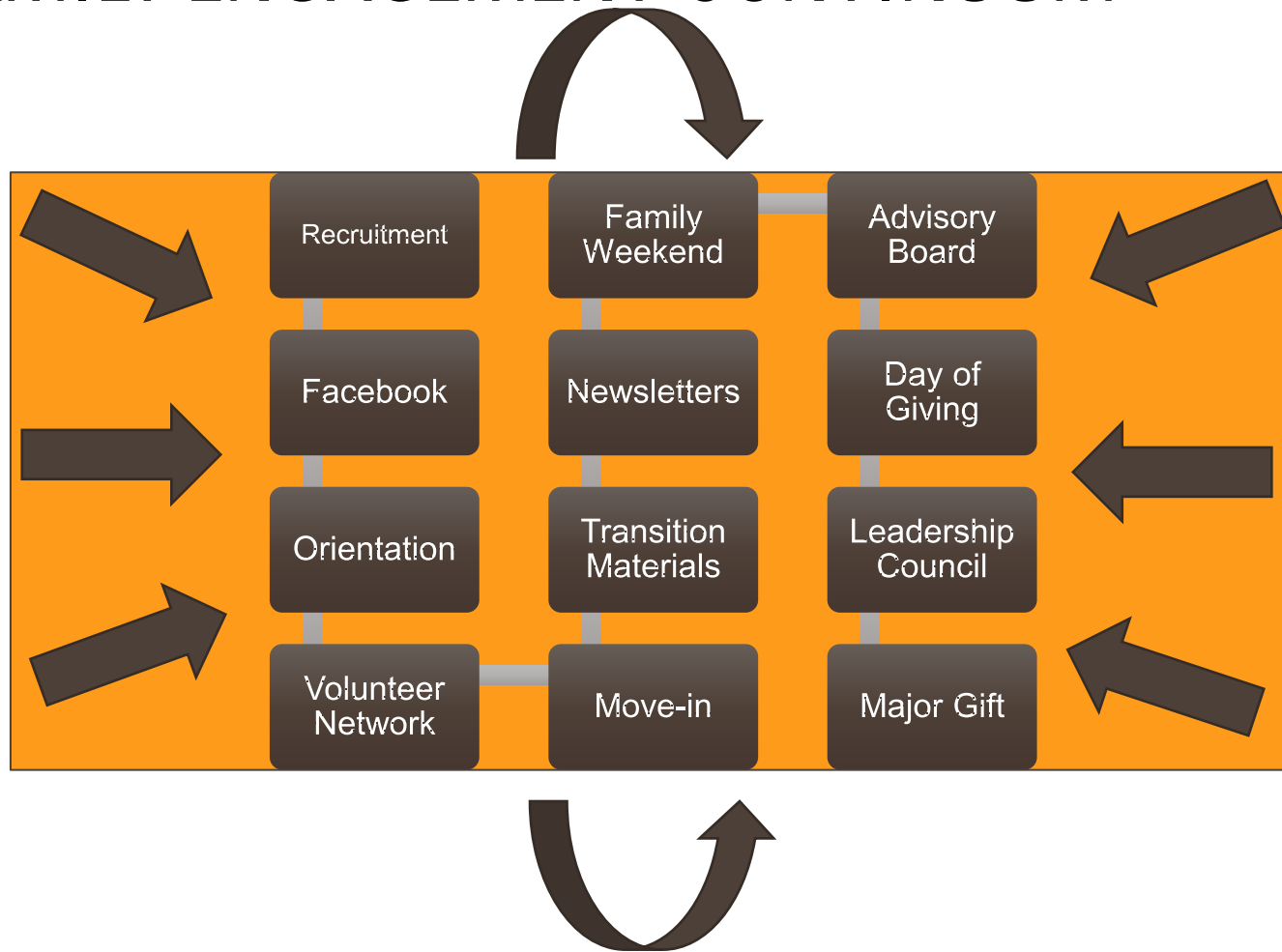
Major gift fundraising  
Annual Fund/Parents Fund  
Day of Giving



## PARENT & FAMILY CONNECTIONS PROGRAMS & SERVICES

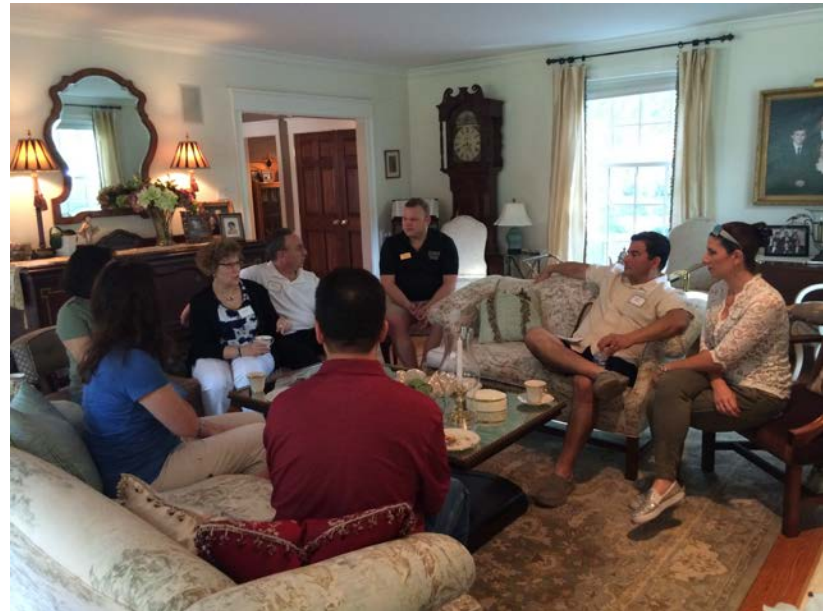
<b>Communications</b>	<b>Programs &amp; Events</b>
Family Calendar	Student Transition, Advising & Registration (STAR)
Monthly Newsletter	Boiler Gold Rush International
Parent & Family Handbook	Boiler Gold Rush
Parent & Family Facebook	Family Weekend
Incoming Parent & Family Support	Parent & Family Volunteer Network
Parent & Family HelpLine	Parent & Family Advisory Board

# FAMILY ENGAGEMENT CONTINUUM



## 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



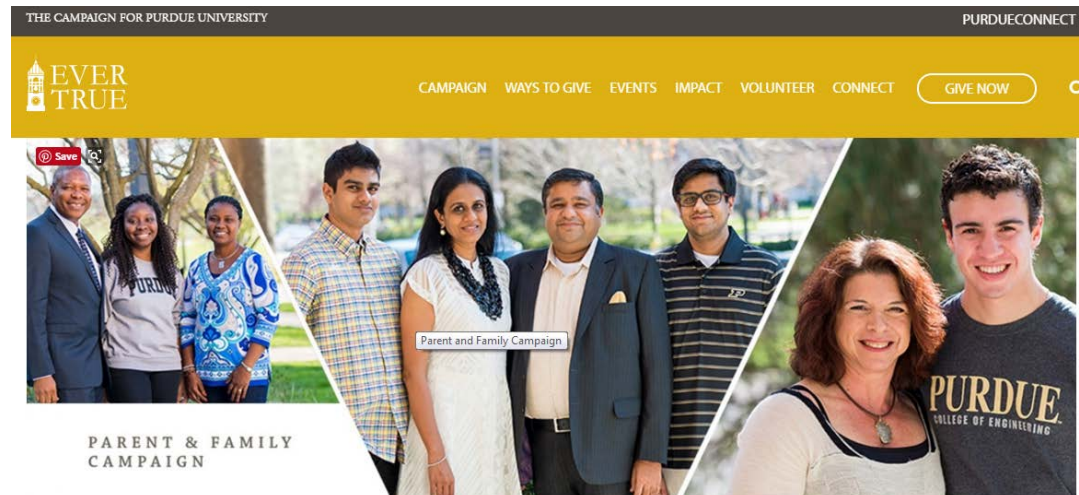
## THAT BEAUTIFUL MIDDLE GROUND

- 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



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**We'd love to connect with you!**