

Key Questions to Kick Off or Evaluate a Parent Program

Decision/Self-Reflection Guide

Instructions

Use the following discussion/self-reflection guide and the implementation tool that follows to help you prioritize the implementation of the best practices provided in this publication based on your institution's goals, available resources, and timeline.

Starting a Parent Fundraising Program?

1. What strategies can we pursue to gather parent information (e.g., name, contact information, employer information, etc.)?
2. With whom on campus do we need to speak in order to obtain this information?
3. In order to gather parent information, how might advancement capitalize on parents' campus visits, leverage existing engagement initiatives, or partner with enrollment functions that already gather data?
4. Which employees will work with parents? Who will lead the program?

Already Have a Parent Fundraising Program?

1. What tactics do we have in place to qualify parents?
 - Could we improve the way we collect parent data to aid the qualification process?
 - Could we improve our process by including parent volunteers?
2. Do our existing parent solicitations:
 - Include asks with targeted amounts that map to the prospect's capacity?
 - Mention impact of gifts?
 - Appeal to parents' interests?
3. What parent-specific engagement strategies do we have in place?
 - What's currently working well?
 - Who from campus administration do we need to engage that can help us develop parent-specific content for outreach, engagement, and/or stewardship?
 - What alumni engagement tactics could we repackage for parents?
4. What efforts do we have in place to solicit major gifts from parents in the senior year?
5. Questions specifically for fundraisers: How comfortable are you with cultivating parents? What questions would you like answered to increase that level of comfort?