

# Setting Program Vision

## Strategic Implementation Guide

### Instructions

Based on your institution's parent fundraising goals and available resources, map out which of the tactics profiled in this publication you want to prioritize using the chart below. Use this vision document to assign program responsibility and next steps.

Tactic	Immediate	Possible for Future	Not Applicable	Staff Assigned	Next Steps	Page
Parent Discovery Calls						23
Targeted Parent Council Invitations						24
Strategic Qualification Through Mass Solicitations						25
Qualification Fundraiser						29
Giving Arc Tool						34
Regional Parent Donor Events						38
Parent-Centric Webinars						39
Parent Fundraising Training						42
Parent Fundraising Metrics						43
Senior-Year Capstone Gifts						49
Parent-Student Endowments						53

Source: EAB interviews and analysis.