



Parent Giving: 2 Truths & a Lie

Leslie Carney, Director of The Rollins Fund



A vertical strip on the left side of the slide shows a portion of a stone building with an arched entrance and a lamp post. The words "ROLLINS COLLEGE" are visible on the building's facade.

Presentation Format

1. Introductions
2. Rollins Parent Giving
3. Parent Giving Truths
4. Parent Giving Misses
5. Questions & Discussion

A vertical image on the left side of the slide showing a portion of a classical building with an arched entrance and a sign that reads "ROLLINS COLLEGE".

Introductions

1. Name, School, Title/Role
2. How large of a role do parents play for your annual fund?
3. Which stage describes your program?
 - Starting out
 - Holding steady
 - Major changes ahead



Rollins Parent Giving

1. Annual Giving

- Staffing
- Summary of our results
- Structure of our program (see handout)
 - Orientation
 - Family Weekend

2. Major Gifts

- Adding MGO for parents this year

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Parent Giving Truths

1. Peer to Peer calling

- Fall and spring
- By geographic area

2. Challenges

- Senior Parent Challenge
- New Leadership Gift Matching Challenge

3. Other programs that work...

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Parent Giving Misses

1. Career Services Committee

- Did not maximize gifts
- Time consuming for staff
- Disappointing to volunteers

2. Other misses...

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Questions & Discussion

1. New programs or ideas being implemented at your schools?
2. Major Gift team supporting Parents Fund with securing annual gifts and/or volunteers?
3. Other questions?



For more information

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