

You Want Me to Give More on Top of Tuition?

Lessons Learned in Parent Giving

Anne Ellsworth, Kenyon College

Lesson One: know who you are...

The Kenyon Parents Fund

Kenyon Parents Fund founded in 1972, same year as the Parents Advisory Council (PAC)

Kenyon Parents Association-every current parent is a member, PAC is the executive board

One full time director, equal use of full-time administrative assistant and two part-time administrative assistants

FY12; \$1,198,792 and 54.5% current parent participation

Lesson Two: know who they are...

Research Tools

- family information sheet
- welcome calls
- research
- meeting parents
- special events

Family Information Form

INSTRUCTIONS

Complete and return this form to the address below with your enrollment deposit. Please print or type.

Complete name: _____
First Middle Last Preferred first

Please list parent(s), stepparent(s), or guardian(s) with whom you make your permanent home.

	<i>Father/Stepfather/Guardian</i>	<i>Mother/Stepmother/Guardian</i>
Relationship	_____	_____
Title and full name	_____	_____
Preferred first name	_____	_____
Street address	_____	_____
City, state, country, zip code	_____	_____
Home telephone	_____	_____
E-mail address	_____	_____
Job title	_____	_____
Employer	_____	_____
Business address	_____	_____
City, state, country, zip code	_____	_____
Business telephone	_____	_____
College(s) attended	_____	_____
Degree and year	_____	_____
Graduate school	_____	_____
Degree and year	_____	_____
What name should appear on mailing envelopes sent to your household?	_____	

When we communicate with you at home, it would be helpful to know if your parents are:

Married Separated Divorced Deceased (mother) Deceased (father)

Please list parent(s), stepparent(s), or guardian(s) with whom you *do not* make your permanent home.

	<i>Father/Stepfather/Guardian</i>	<i>Mother/Stepmother/Guardian</i>
Relationship	_____	_____
Title and full name	_____	_____
Preferred first name	_____	_____
Street address	_____	_____
City, state, country, zip code	_____	_____
Home telephone	_____	_____
E-mail address	_____	_____
Job title	_____	_____
Employer	_____	_____
Business address	_____	_____
City, state, country, zip code	_____	_____
Business telephone	_____	_____
College(s) attended	_____	_____
Degree and year	_____	_____
Graduate school	_____	_____
Degree and year	_____	_____
What name should appear on mailing envelopes sent to your household?	_____	

Please complete the other side of this form.

Kenyon College
Office of Admissions

Ransom Hall
Kenyon College
Gambier, Ohio 43022-9623
www.kenyon.edu

Lesson Three: help them, help you

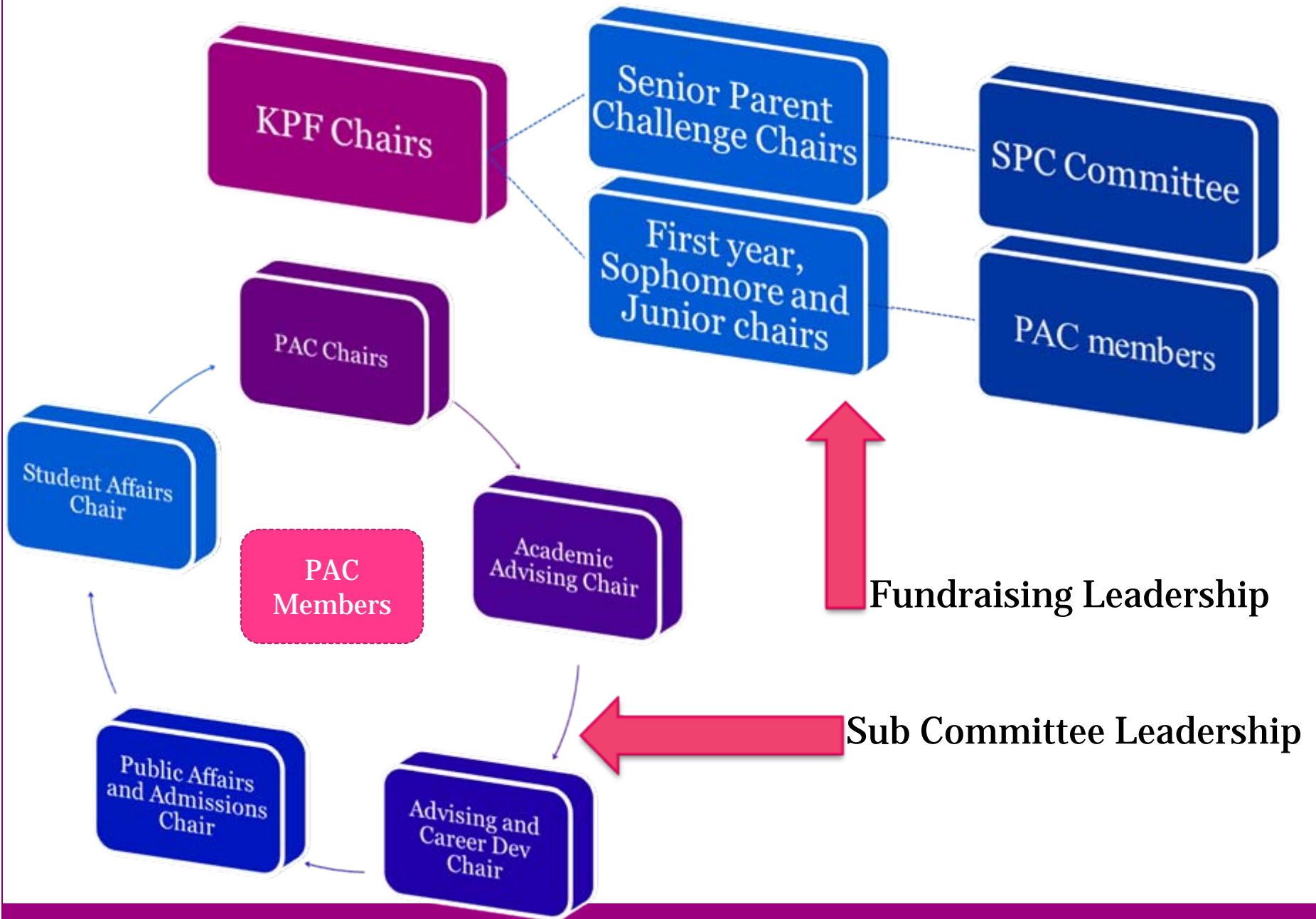
Finding PAC members

- welcome reception for first year parents over orientation weekend
- welcome calls from PAC members
- volunteers welcome, but may not be invited to join PAC
- extensive research on new parents, and a meeting with **President of College** who chooses invitation list

Parents Advisory Council Meetings

- I. President's update**
- II. Parents Fund meeting**
- III. Sub Committee meetings**
 - a. Academic Advising**
 - b. Advising and Career Development**
 - c. Public Affairs and Admissions**
 - d. Student Activities**
- IV. Wrap up Meeting**
- V. President's Reception**

(Spring meeting followed by a PAC phonathon)



PAC Perks

- access to President of the College and senior staff
- room reservations at the Kenyon Inn over meeting weekends (one of which is Family Weekend)
- priority housing at Kenyon Inn over Commencement, if available

Lesson Four: cash it in

KPF Solicitation Schedule



- **September**
 - SPC solicitation and SPC committee follow up Challenge pool (\$5,000 and up)
- **October**
 - Freshman, sophomore, junior, non Challenge SPC, Parents of Alumni first appeal (President's letter)
 - Fall PAC meetings
 - PAC calling effort
- **November**
 - Grandparent first appeal
 - Current and past parents second appeal (brochure)
 - PAC calling effort continues
- **December**
 - Flash email appeal/thank you to all
- **February**
 - KPF third appeal letter, class chair letter
 - PAC calling effort continues
- **April**
 - Spring PAC meetings
 - PAC Challenge begins
 - PAC phonathon, followed by student phonathon
- **May**
 - Continued follow up as needed by class
 - Fourth appeal, if desired/needed
- **June**
 - Mini calling campaigns per class
 - Pledge reminder calls/emails
 - Last email blitz

Major Gifts

- assigned to MGO based on potential, and/or location
- 221 current and past parents are major prospects (41 made a capital gift in the last campaign)

Thank you!

Enjoy the rest of the conference!