

Parent Giving

UGA Parent Giving Team

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Development & Alumni Relations
UNIVERSITY OF GEORGIA

Parent Giving: Our Purpose

- Enhance and grow culture of parent philanthropy at UGA
- Administer the Parents Leadership Council
 - Recruitment
 - Stewardship and retention
 - Events
 - Grants Program
- Raise parent Major Gifts in partnership with Regional Team and other development and campus counterparts
- Steward gifts to the Parents Fund



Finding Parent Donors

- Wealth ratings screenings
- Private schools
- Digital ads
- Postcard mailings
- Orientation emails
- Peer to peer
- Zoom PLC Recruitment calls
- Specialized research profiles



What makes parents different than alumni?

- Interests are based on current state of UGA
- Their student's experience is what informs and creates *their* experience
 - Usually interested in what their kids are interested in
- Often know more about what's happening on campus than we do
- They are currently paying tuition:
 - Georgia Resident (2020-2021)
 - Tuition and fees: \$12,080
 - All-in cost (tuition, housing, food, etc): \$27,658
 - Non-Resident (2020-2021)
 - Tuition and fees: \$31,120
 - All-in cost (tuition, housing, food, etc): \$47,342



What makes parents different than alumni? (cont.)

- May be tied to existing pledges at private school
- No past memories or nostalgia, unless alumni parent
- Like to talk about their kids more than themselves
- Connection to UGA is emotional but also transactional
 - They may share bluntly whether they will give or not



Ideal Giving Timeline

Summer: Recruit PLC members through virtual ZOOM events, PLC Email to wealth-screened parents, PLC Parent Peer to Peer outreach, Post Card Mailing, Grant Impact Email outreach series of four.

- Remember: the happiest a parent will ever be is when their student is first accepted to UGA

PRO TIP: Be careful about offering football tickets (if applicable) to parents who haven't given. It can easily become an expectation.

Early Fall: Parents join PLC before fall weekend (if applicable)

- Philanthropic relationship with UGA has begun, and new families are integrated into the PLC community.
- More committed donors will often make a larger-than-required annual gift.



Ideal Giving Timeline (cont.)

First Year: Engage family in various areas of student/family interests

- Surround parents with other active parent donors (that have already made major gifts) through small dinner engagement events

Second Year: Make the major ask during sophomore year!

- May need to ask later if student is facing issues or parents need more time

Third Year: Focus on stewarding families' gifts and continue acting as their liaison to all things UGA

Fourth Year: Encourage parents to invest in student's philanthropic legacy by making a major gift in their honor

- Encourage students to get involved in the Mentor Program and/or Alumni Association after graduation



The Student Timeline

Freshman Year

- Orientation/Matriculation
- Adjustments to new life
 - Roommates, cultural issues, etc.
- New clubs, sports, Greek life
- Advising, class choices

Sophomore Year

- Choosing a major
- Thinking about studying abroad
- Housing: On campus? Off?
- Summer internships/jobs

Junior Year

- Study abroad experiences
 - Did parents travel to visit?
- Career Services
- Adjusting to off-campus living
- Summer internships/jobs

Senior Year

- Did we mention “jobs” yet?
- Capstone/Thesis project
- Graduate School
- Commencement



Parents Leadership Council

- Philanthropic community of engaged parents who are eager to be involved on campus and make a direct impact on undergraduate student life
- Annual dues: \$5,000
- Other opportunities:
 - Socialize with fellow parents and students
 - Tour campus facilities
 - Hear from senior administrators and renowned faculty
- Allows parents to have a parallel UGA experience alongside their student(s)



Parents Leadership Council: Chairs

**Parents Leadership Council Chairs:
Scott and Marybeth Steilen**



**Grants Committee Chairs:
Mark and Shannon Farrington**



Parents Leadership Council: Grants Program

- Funding underfunded needs on campus in order to help students thrive and dramatically enhance the undergraduate experience by creating a healthier, safer, and more enriching campus
- Grant funding is derived from annual dues (\$5,000 per family), plus additional gifts from PLC members and Parents Fund donors
- Student organizations and campus programs submit applications, which are reviewed by the PLC Grants Committee
- Past Grant Funding:
 - 2020: \$700,000
 - Total: \$3.2 million



Parents Leadership Council: PLC Weekends

Fall Parents Leadership Council Weekend

- Usually takes place in September
- **Itinerary:**
 - **Parents Leadership Council Meeting**
 - Panel of students
 - Discussion of PLC business
 - **BBQ & Bluegrass Reception**
 - Party held on Herty Field for PLC members and their students
 - **UGA Football Tailgate**
 - **UGA Football Game**



Parents Leadership Council: PLC Weekends

Spring Parents Leadership Council Weekend

- Usually takes place in February
- **Itinerary:**
 - **President's Reception**
 - PLC members and their UGA students
 - Opportunity to interact with President Morehead, as well as campus leadership and school/college deans
 - **Sporting Event (GymDogs or Basketball)**
 - **Grants Committee Meeting**
 - Vote on grant funding
 - **Parents Leadership Council Meeting**
 - Campus program or school/college feature
 - Parents hear from DAR leadership as well as campus leadership and a representative of featured campus program or school/college



Parents Leadership Council: Committees

Grants Committee

- Self-selected group of about 60-70 PLC members who oversee the grants process
- Responsibilities:
 - November-January: read and score grant applications
 - February: attend additional meeting during Spring PLC Weekend to officially vote on and allocate funding
- Chairs: Mark and Shannon Farrington (Nashville, TN)



Parents Leadership Council: Committees

Membership Committee

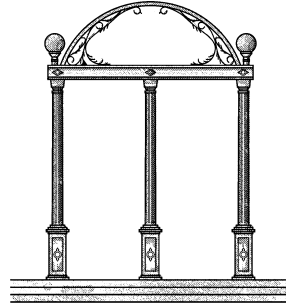
- New PLC committee
- Group of dedicated PLC members who wish to act as representatives of PLC in their own communities
- Responsibilities:
 - Engage and educate parents with incoming UGA students
 - Recruit 3 new families
 - Serve at least a one-year term



How We Can Work Together

- Provide staff support for campus visits and engagement of family
 - Many high capacity families expect a tour and access to campus leaders as part of the college search.
 - This can help fast track the family's cultivation towards a major gift.
- Encourage parents to join the Parents Leadership Council \$5K
 - Many families make a major gift after their annual \$5k contribution.
- Plan a joint trip with us to your flight territory to meet with parents of current students/families
- Help us to encourage UGA VIP's to attend donor events to meet and engage high capacity donors





All we do is work with parents.

We look forward to partnering with
you in your
fundraising territories.

