

# **Bates Parents Fund (BPF)**

## **Committee Manual**

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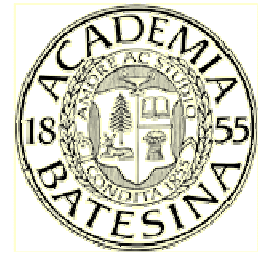
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# **Bates Parents Fund**

## **Committee Manual**

### **Welcome to the Bates Parents Fund Committee!**

The Bates Parents Fund (BPF) Committee is a group of Bates parents of current students and alumni that is dedicated to maintaining the opportunities and prestige of Bates College by raising vital unrestricted dollars. As a BPF Committee Member, you are a crucial communication link between Bates and other families. Parents on the BPF Committee work throughout the fiscal year (July 1-June 30) to secure financial support for the College from families of current students and alumni. Peer-to-peer conversations are the most effective tool Bates has to raise support for the College, and parents are one of Bates' most important constituencies.

Parents of current students and parents of alumni provide a critical source of revenue to the College's operating budget on an annual basis. The most compelling and effective form of solicitation for prospective parent donors comes in the form of a personal "please join me in supporting Bates" invitation from a fellow Bates parent. Your greatest contribution as a BPF Committee Member—what you add that no one else can—is a personal, peer-to-peer connection to Bates for other families. Your contacts with parents foster a relationship between them and the College that often lasts long after their child's graduation.

### **What is the Bates Parents Fund?**

A key part of the overall "Bates Fund" annual fundraising campaign, the Bates Parents Fund provides a reliable source of expendable income and thus, the money raised is immediately cycled back into educational priorities. Unrestricted gifts support everything in the Bates operating budget, from faculty salaries to curriculum development to science equipment, dance performances, community service opportunities and much more. Unlike gifts that are restricted to a particular use, the vast majority of gifts to the Parents Fund are unrestricted and allow Bates the flexibility to pursue its most important goals; however, contributions to the Parents Fund may also be directed to a general area of the College for budget relief in the following categories:

- Scholarships
- Academic Excellence
- Annual Library Purchases
- Residential Life

## **Fiscal Year 2010-2011 Bates Parents Fund Goals**

- \$1,300,000 and 35% participation.
- Includes any gift made between July 1, 2010 and June 30, 2011.
- See Bates Parents Fund Financials Section (pp. 26-29) for more detailed information.

## **COMMITTEE ROLES AND RESPONSIBILITIES**

The following is a list of expectations for all BPF Committee Members which should be helpful in understanding the role each type of Committee Member plays in the Parents Fund. A dedicated and active Committee will ensure success in meeting our goals and increasing participation. Thank you for all your help and leadership!

### PARENTS FUND CO-CHAIR ROLE DESCRIPTION

#### **Bates Parents Fund Co-Chairs will be asked to:**

- Ensure Bates is a philanthropic priority and make a leadership gift or pledge commitment to the Parents Fund by October 8, 2010.
- With assistance from the Director of Parent Giving and Programs, recruit two couples or separate individuals to serve as the Class Co-Chairs for each of the four current classes and the parents of alumni group. With materials supplied by the Parents Fund staff, explain the job of Class Co-Chair to the recruited couples or individuals. Coordinate and support, through regular contact, the work of the Class Co-Chairs to be sure they understand their roles and follow through on their responsibilities.
- Secure a leadership gift or pledge commitment for the Parents Fund from the Class Co-Chairs by phone/correspondence/personal visits or any combination of these by October 8, 2010. This work may involve the Director of Parent Giving and Programs or other staff members (such as Leadership Giving Officers). If willing, assist Director and/or other frontline fundraising staff in making other high-level solicitations.
- Follow up with Class Co-Chairs through monthly email check-ins and at other times as suggested by the Director of Parent Giving and Programs.
- Work with the Director of Parent Giving and Programs to establish achievable dollar and participation class goals and strategies to achieve those goals.
- Provide feedback to the Director of Parent Giving and Programs on fundraising efforts for the Parents Fund and collaborate with the Director on creating and

revising strategies for the success of current and future Parents Fund efforts.

- Serve as spokespersons for the Parents Fund. This may include authoring communications to parents (provided by staff for the Co-Chairs to edit and/or approve) such as solicitations, newsletter messages, and email announcements.
- Attend Bates Parents Fund Committee events, training sessions, and local Bates events if/when possible. Attend Bates Parents and Family Association meetings on campus and assist the Director of Parent Giving and Programs in planning/leading the Parents Fund portion of these meetings. The fall meeting will be held the Friday of Parents & Family Weekend, October 8, 2010. Also, participate and assist in jointly leading scheduled monthly conference calls.
- Write timely handwritten thank you notes to all Parents Fund donors at the Mount David Society level.
- Champion Bates at all times in all situations! Share the impact Bates has had on your son or daughter and the important role parents play in the life of the College.
- Ensure your Bates student understands the importance of alumni philanthropy and engagement to the future success of the College.

**Bates Parents Fund Co-Chairs can expect the Parents Fund staff to:**

- Provide advice, support and any training needed. A complete training manual will be made available.
- Provide additional guidance and support and remain accessible by telephone and email to answer questions and respond to requests. Coordination and training will be available through face-to-face meetings, printed materials, and phone calls whenever appropriate.
- Prepare drafts of Parents Fund solicitation materials, letters, emails, and meeting agendas for approval.
- Provide briefing materials and talking points to help the Co-Chairs lead Committee meetings and speak at events.
- Prepare briefing materials for solicitations of prospective donors, including talking points, donor profiles, and other appropriate information. The Director or a frontline fundraiser from the Advancement staff may collaborate with the Co-Chairs in some of these solicitations. Parents Fund staff will provide updates on gifts received from the Co-Chairs' assigned donors as well as any other pertinent

information relating to the status of the donors' relationship with the College.

- Serve as liaison with Leadership Giving Officers with Parents Fund assignments to ensure that their Parents Fund solicitations are carried out according to schedule.
- Provide a monthly suite of reports, including updated "dashboard report;" updated gift table; updated gift pyramid; status report on the top 100 donors (including LGO activity); dollar and participation figures for each class by the 5th of each month.
- Serve as a sounding board for suggestions to improve the Parents Fund program at Bates.
- Pass along to the appropriate College department any feedback Fund volunteers have received from parents during their contacts.

#### CLASS CO-CHAIR ROLE DESCRIPTION

##### **Bates Parents Fund Committee Class Co-Chairs will be asked to:**

- Ensure Bates is a philanthropic priority and make a leadership gift or pledge commitment to the Parents Fund by October 8, 2010.
- Recruit and manage no fewer than 5 parent couples or 10 separate individuals to serve as Class Committee Members for the class fund drive by October 1, 2010. With materials supplied by the Parents Fund staff, explain the job of Class Committee Member to the recruited couples or individuals. Coordinate and support, through regular contact, the work of the Class Committee Members to be sure they understand their roles and follow through on their responsibilities.
- Secure a gift or pledge commitment at a level of \$1855+ for the Parents Fund from Class Committee Members by phone/correspondence/personal visits or any combination of these three methods by October 22, 2010. Report the results of contacts, as they occur, to the Parents Fund Co-Chairs and Director of Parent Giving and Programs.
- Follow up with Class Committee Members by call/letter or visit at appropriate times as suggested by the Parents Fund Co-Chairs and Director of Parent Giving and Programs.
- Work with the Director of Parent Giving and Programs and the Parents Fund Co-Chairs to establish strategies to achieve dollar and participation class goals.

- Attend Bates Parents Fund Committee events, training sessions, and local Bates events if/when possible. Attend Bates Parents and Family Association meetings on campus. The fall meeting will be held the Friday of Parents & Family Weekend, October 8, 2010. Also, participate in scheduled monthly conference calls. Also, participate and assist in jointly leading scheduled monthly conference calls.
- Identify potential leadership donors by reviewing the roster of your child's class. Class Co-chairs are encouraged to help with the solicitation of a small number of selected donors in from their child's class.
- Champion Bates at all times in all situations! Share the impact Bates has had on your son or daughter and the important role parents play in the life of the College.
- Ensure your Bates student understands the importance of alumni philanthropy and engagement to the future success of the College.

**Class Co-Chairs can expect the Parents Fund staff and the Parents Fund Co-Chairs to:**

- Provide advice, support and any training needed. A complete training manual will be made available.
- Provide additional guidance and support and remain accessible by telephone and email to answer questions and respond to requests.
- Provide a monthly suite of reports, including updated "dashboard report;" updated gift table; status report on class committee members' progress; dollar and participation figures for each class by the 5th of each month.
- Prepare drafts of Parents Fund solicitation materials, letters, emails, and meeting agendas.
- Provide stationery, postage, and materials as needed throughout the fiscal year.
- Serve as a sounding board for suggestions to improve the Parents Fund program at Bates.
- Pass along to the appropriate College department any feedback Fund volunteers have received from parents during their contacts.

## CLASS COMMITTEE MEMBER ROLE DESCRIPTION

### **Bates Parents Fund Class Committee Members will be asked to:**

- Make Bates a top giving priority and set a philanthropic example by making a leadership gift or pledge commitment of at least \$1855 by October 22, 2010, to the Bates Parents Fund.
- Secure a gift or pledge commitment from selected parents (6-8 fall assignments, 6-8 early spring assignments and 5 during May/June as final outreach) for the Parents Fund by phone/correspondence/personal visits or any combination of these methods prior to deadlines. See included calendar (pp. 9-10) for corresponding deadlines.
- Write prompt thank you notes to assigned donors who make a gift or pledge.
- Follow up with prospects by call/letter/email or visit at appropriate times as suggested by the Class Co-Chairs and Director of Parent Giving and Programs. A prospect report will be e-mailed monthly to each committee member.
- Attend Bates Parents Fund Committee events, training sessions, and local Bates events if/when possible. Attend Bates Parents and Family Association meetings on campus. The fall meeting will be held the Friday of Parents & Family Weekend, October 8, 2010. Also, participate in scheduled monthly conference calls.
- Champion Bates at all times in all situations! Share the impact Bates has had on your son or daughter and the important role parents play in the life of the College.
- Ensure your Bates student understands the importance of alumni philanthropy and engagement to the future success of the College.

### **Class Committee Members can expect the Parents Fund staff and the Parents Fund Class Co-Chairs to:**

- Provide advice, support and any training needed. A complete training manual will be made available.
- Provide monthly reports on the progress of the Parents Fund, the class, and the committee members' prospects by the 5<sup>th</sup> of each month.
- Provide additional guidance and support and remain accessible by telephone and email to answer questions and respond to requests.

- Prepare drafts of Parents Fund solicitation materials, letters, emails, and meeting agendas.
- Provide stationery, postage, and materials as needed throughout the fiscal year.
- Provide up-to-date information about the College to keep Class Committee Members informed.
- Serve as a sounding board for suggestions to improve the Parents Fund program at Bates.
- Pass along to the appropriate College department any feedback Fund volunteers have received from parents during their contacts.



## 2010-2011 FISCAL YEAR CALENDAR

(dates and times subject to change)

*\*items in bold italics are activities/deadlines for committee members*

### FALL SEMESTER

September	October	November	December
<ul style="list-style-type: none"> <li>8: Classes begin</li> </ul>	<ul style="list-style-type: none"> <li>8: <i>Volunteer Luncheon Workshop</i></li> <li>8: <i>Chairs and Class Co-Chairs make gift or pledge by this date</i></li> <li>8-10: Parents &amp; Family Weekend</li> <li>13: Direct Mail Piece #1 from the College</li> <li>20: <i>Parents Fund Conference Call 4:30</i></li> <li>22: <i>Committee members make gift or pledge by this date</i></li> <li>25: <i>First round of solicitation assignments sent to committee members</i></li> </ul>	<ul style="list-style-type: none"> <li>5: <i>Deadline for first contact with first round of solicitation assignments</i></li> <li>10: Winter Tuition bills emailed (due by 12/1)</li> <li>17: <i>Parents Fund Conference Call 4:30</i></li> <li>30: <i>Deadline for follow up contact with outstanding assignments</i></li> </ul>	<ul style="list-style-type: none"> <li>1: Winter Tuition Bill due</li> <li>1: Direct Mail Piece #2 from the College</li> <li>13: E-mail solicitation for end of year giving</li> <li>15: <i>Parents Fund Conference Call 4:30</i></li> <li>17: <i>Deadline for final fall contact with outstanding solicitation assignments encouraging end of calendar year giving</i></li> </ul>

### WINTER SEMESTER

January	February	March	April
<ul style="list-style-type: none"> <li>10: Classes begin</li> <li>19: <i>Parents Fund Conference Call 4:30</i></li> </ul>	<ul style="list-style-type: none"> <li>1: Second round of solicitation assignments sent to committee members</li> <li>13-21: Winter recess</li> <li>14: Direct Mail #3 from the College</li> <li>16: <i>Parents Fund Conference Call 4:30</i></li> <li>28: <i>Deadline for first contact with Round 2 solicitation assignments</i></li> </ul>	<ul style="list-style-type: none"> <li>16: <i>Parents Fund Conference Call 4:30</i></li> <li>31: <i>Deadline for follow up contact with outstanding spring solicitation assignments</i></li> </ul>	<ul style="list-style-type: none"> <li>1: Mount David Summit Luncheon</li> <li>8: Classes end</li> <li>11: Direct Mail Piece #4 from the College</li> <li>20: <i>Parents Fund Conference Call 4:30</i></li> <li>25: Classes begin, Short term</li> </ul>

# SHORT TERM/END OF FISCAL YEAR/SUMMER

May	June	July	August
<ul style="list-style-type: none"> <li>• <b>16: Round 3 of solicitation assignments sent to committee members for 'final outreach'</b></li> <li>• <b>18: Parents Fund Conference Call 4:30</b></li> <li>• 28: Classes end, short term</li> <li>• 28-30: Commencement Weekend</li> </ul>	<ul style="list-style-type: none"> <li>• <b>1: Parents Fund Conference Call 4:30</b></li> <li>• <b>3: Deadline for first contact with Round 3 solicitation assignments</b></li> <li>• 3: Parents Fund Weekly Update #1</li> <li>• 10: Parents Fund Weekly Update #2</li> <li>• 13: Last ditch direct mail—postcard to all non-donors</li> <li>• <b>15: Parents Fund Conference Call 4:30</b></li> <li>• 17: Parents Fund Weekly Update #3</li> <li>• 24: Parents Fund Weekly Update #4</li> <li>• 30: Parents Fund dollar and participation goals exceeded! Gifts must be postmarked or received by June 30!</li> </ul>	<ul style="list-style-type: none"> <li>• 5: Parents Fund Weekly Update #5 (prior to official close of books)</li> <li>• 11: Parents Fund final numbers for FY11 sent to Committee</li> <li>• <b>15: Renew your membership with the Parents Fund Committee for FY12!</b></li> </ul>	<ul style="list-style-type: none"> <li>• Continue to re-enlist committee members!</li> </ul>

## CONFIDENTIALITY STATEMENT

Every Trustee and volunteer working with confidential records from the Bates College Advancement Office holds a position of trust and must recognize the responsibilities of preserving the security of this information. The information provided in records you will receive is never to be shared with an outside party or used for personal benefit. Proper disposal of confidential information includes shredding or returning it to the Office of College Advancement.

Any individual who violates the College's trust regarding personal and confidential records will be referred to the Vice President for College Advancement and asked to discontinue volunteer work for the College.



# Bates Parents Fund

## Committee Manual

### THE CASE FOR SUPPORT

Annual giving is crucial to maintaining Bates' intellectual vitality, faculty excellence, diverse student population, residential life, and campus facilities. Gifts to the Parents Fund provide essential funds that are spent immediately on the College's most important priorities—financial aid, academic quality and the learning experience, student life, and campus revitalization.

Think of the Parents Fund as a type of checking account, in contrast to the College's endowment, which functions more as a savings account. Endowment funds are invested in perpetuity to ensure the College's future strength; only the income is spent (slightly less than five percent annually). Because of this, \$1 million in Bates Parents Fund support provides the same spending power for the College as \$20 million in new endowment gifts!

As the Bates Fund (of which the Bates Parents Fund is a portion) grows each year, Bates can begin to reduce its dependence on comprehensive fees, lower endowment spending (allowing endowment principal to grow more rapidly), and fund current programs more adequately and consistently.

It is important to remember that Bates needs and welcomes gifts of all sizes. Every gift, when added to the contributions of others, multiplies into major support for the important work of Bates students and faculty. At Bates, your gift of any size truly matters.

### A strong Bates Parents Fund...

- **Supports academic excellence.** A stable operating budget reinforced by generous annual gifts allows the College to hire and retain outstanding faculty who are the best within their areas of expertise.
- **Ensures Bates' academic standards and diversity.** More than 40% of our students will receive financial aid this year, and we expect an increase in requests, straining the current budget. Financial aid is the best way to attract and retain the most academically qualified students regardless of their financial circumstances. The comprehensive fee covers only about 71.8% of the true cost of a Bates education. The remainder — almost \$16,000 per student — comes from endowment income and annual gifts from generous parents, alumni and friends of the College. All students, whether or not they receive financial aid, benefit from gifts to the Bates Parents Fund.

- **Helps us stay strong by being flexible.** Your gifts allow Bates to address underfunded, unmet, or emergency needs and give us the ability to respond quickly to new challenges and opportunities that will advance our mission.
- **Makes a substantial impact.** It would take an additional \$110 million in the endowment, or an increased tuition charge of \$3,245 per student, to support what the Bates Fund provides annually. Donors who make unrestricted, current-use gifts have the greatest impact in enabling Bates to meet its mission--right now.
- **Bears witness to your faith in Bates and in the future.** Your generous gift to the Bates Parents Fund reaffirms your commitment to the College and its values. One student educated at Bates can positively impact the lives of thousands.

### **More Reasons to Support Bates Today**

In addition to these very practical reasons for supporting Bates, there are other, more philosophical reasons for making Bates a top philanthropic priority. Among these:

- Bates is our responsibility. We are the stewards. There are just over 25,000 people in a world of 6.6 billion who can carry Bates forward. These are the alumni, parents, friends, faculty, staff, students, and Trustees who understand how powerful a Bates education is. If those closest to the institution do not give generously, who will?
- Bates is essential among the nation's highest-ranking colleges. Because of Bates' high academic standards, long-standing commitment to egalitarianism, and distinctive Maine location, it offers each student an experience that is unique among the nation's colleges. If Bates were not among the outstanding choices in American higher education, much would be lost.
- Bates is underfunded. Bates has fewer resources to educate today's students than its accomplishments, ambitions, and plans merit. Bates' endowment is one-half to one-fifth the size of our NESCAC peers and the annual fund compares similarly. Bates is a highly accountable and efficient operation. Since current resources are stretched, financial growth can only come through increased giving.

**Bates and nearly all of its peer schools depend on tuition revenue, endowment spending, and annual fund / current-use gifts to cover operating costs.** While Bates stretches its resources through superb planning and careful spending (and has one of the lowest operating budgets in its peer group) it continues to compete with colleges that have much deeper pockets. Bates must simultaneously multiply its endowment through fundraising and wise investment strategies and build its annual fund to maintain a competitive budget and comprehensive fee charge. Indeed, your Parents Fund support is a life blood of sorts, helping to keep Bates in the game.

## **Bates Parents Fund History**

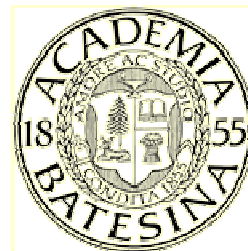
The Parents Fund at Bates has grown considerably over the past ten years, more than doubling in size since 2000. We are very heartened by this outstanding growth, and feel very grateful to the parents and the volunteers who have helped to make this happen. We have heard the message loud and clear that helping Bates maintain excellence and achieve greater success is very important to parents. We look forward to continuing to partner with Bates' skilled and dedicated parents in future years.

See Bates Parents Fund Financials Section (pp. 26-29) for a BPF 10 Year History and an FY10 Peer Comparison for more information.

## **What makes Bates stand out?**

Fund volunteers should take pride in Bates' distinctive qualities and share them with prospective donors:

- The “bookends” of the first-year seminar and the senior thesis
- Real access to tenured and tenure-track professors
- Independent learning opportunities
- Required and intensive emphasis on writing
- Required literacy in quantitative and scientific analysis
- Bates as a lifelong trend setter: always co-ed, never a Greek system, one of the first to make SATs optional, founded by abolitionists – one of the first colleges to care about diversity
- The General Education Requirements adopted in 2007 that help students develop a range of skills across many disciplines and challenge them to think in more complex ways



# Bates Parents Fund

## Committee Manual

### FUNDRAISING TERMINOLOGY

#### Bates Fund versus Bates Parents Fund

The Bates Parents Fund is a portion of the overall Bates Fund, the College's annual fund drive. Donations designated to the Bates Parents Fund count in the overall Bates Fund dollar totals reported throughout the fiscal year.

#### Ask Amount

This figure, listed on the materials you receive about each prospect, is the specific dollar amount we would like you to ask for when you make contact with your assigned parents.

#### Endowment

A college endowment is like a savings account. Colleges like Bates spend up to 5 percent of this "savings account" each year to pay for essentials like financial aid, faculty, and academic programs.

#### Fiscal Year

The College's fiscal year runs from July 1 to June 30.

#### Friends of Bates Athletics (FBA)

Athletics is an important part of the Bates experience: over half of our students participate in varsity or club sports, and nearly 9,000 alumni have played on some type of athletic team. Through financial contributions, the FBA strengthens the budgets of the varsity teams, helping those teams to become as competitive as possible. The FBA also provides an opportunity for Bates athletics enthusiasts to connect at events and gatherings. Because FBA gifts are budget-enhancing and restricted, they are not counted toward the Bates Parents Fund.

#### LYBuNT / SYBuNT

These terms refer to a donor's history of giving. LYBuNTs are those who gave a gift Last Year But Not This year (yet) and SYBuNTs are those who have given a gift Some Years But Not This year (yet).

#### Monthly Giving Program

This program offers a simple and convenient way to make regular monthly contributions to Bates that are posted to a credit card or checking account. By giving through this program, donors bypass all of the mail and postage, saving the College money that can be directed to important on-campus programs. Many donors find that they are able to give a more significant gift to Bates because their gift is divided into manageable monthly increments.

**Mount David Society**

This is the leadership giving society for the Bates Parents Fund (with a minimum gift of \$1855). 1855 was the year that Bates College was founded. For more information, visit [www.bates.edu/mount-david-society.xml](http://www.bates.edu/mount-david-society.xml).

**Participation rate**

Making sure every solicitable alumnus or parent makes a gift is important. It shows that those who know Bates best care about its future, and that's why the percentage of alumni and parents who give is one of the factors considered by corporations, foundations, and ranking organizations. Each gift matters because it represents a decision to show your support for Bates.

**Unrestricted Gifts**

These gifts are exactly what their name suggests: money given to Bates without restrictions on how it will be used. Donors who make unrestricted gifts have the greatest impact in enabling Bates to meet its mission because their support goes where the need is greatest--to meet the new challenges and opportunities.

**'First contact' with donor**

Making 'first contact' with an assigned prospect means you have at least attempted (although not necessarily successfully) to reach by phone/email or letter.

**Buckslip**

A buckslip is an insert accompanying most solicitation mailings from the College that allows the donor to designate the amount of their donation and enter their credit card information should they not want to do this electronically ([community.bates.edu/makeagift](http://community.bates.edu/makeagift)) or over the toll-free giving line (888-532-8371).

**Pledge versus unspecified pledge**

If an assigned parent prospect makes a pledge, they have agreed to give a certain dollar amount to the College prior to the end of the fiscal year. An unspecified pledge is just as it sounds – the donor does not agree to a specific amount of money but does indicate that he/she will make a gift. Donors who make specified pledges do not receive any more solicitation letters or phone calls from the College for the rest of the fiscal year. They do, however, receive periodic pledge reminders throughout the year until the pledge is fulfilled. Those who make unspecified pledges will continue to receive solicitation letters and may be called again.



## VOLUNTEER BEST PRACTICES

Some helpful tips to get you started...

- 1) Make your own commitment (gift or pledge) before asking for someone else's. You'll be more effective and confident asking others to join you in giving after you have made your own pledge or gift for this fiscal year.
- 2) Read the manual! It provides a great deal of information to help you in your work.
- 3) Before you call, review the information provided on each prospective donor and review the phone call script (pp. 21-22). Pay specific attention to the names of the parents you are asking, the name/s and class year/s of the student/s, any previous giving history and the gift amount that Bates is requesting this year.
- 4) Introduce yourself. Tell the fellow parent you are calling on behalf of the 2010-2011 Bates Parents Fund. Ask if this is a convenient time to chat. If not, ask when you may call back.
- 5) Say thank you. If the donor has made past gifts, thank him or her for past support. Let the person know that Bates appreciates all of his or her contributions, not just the next gift. Thanking the donor can also bridge the conversation to asking for a new gift.
- 6) Get acquainted. Talk a bit about your child's experiences at Bates as well as your own experience. Give the other party the opportunity to talk about his/her student/s and the family's Bates experiences.
- 7) Make the case for support. Talk excitedly about the Bates Parents Fund and what it provides for students and for Bates; you might even share your reasons for giving.
- 8) Listen carefully for interests, concerns, and suggestions. If you encounter a question that you can't answer, tell the potential donor that an appropriate person will get back to him/her. Then let the College know.
- 9) Ask. Ask if Bates can count on their support for the 2010-2011 Bates Parents Fund and listen carefully to the response. Be sure to ask for a gift of a specific amount, as indicated on the donor's profile. When asking for the gift, use phrases like: "I believe in the mission of Bates, and I invite you to join me in supporting it." "Please consider joining me in making a leadership gift to Bates."
- 10) Don't be afraid of silence. Give your prospects a moment to consider your request and wait for him or her to respond.

- 11) Encourage participation. Express your enthusiasm for Bates and your child's education. In order for us to reach our ambitious goal, everyone must be encouraged to participate.
- 12) Match the gift. Ask if the donor's employer has a matching gift program, and remind him/her that the gift could be doubled or tripled by completing and mailing a matching gift form to Bates. Encourage the donor to contact his/her Human Resources department regarding the matching gift program.
- 13) Update the record. Ask if there is any information that needs to be updated, including address, employment information, email address, etc.
- 14) Say thank you! Thank your prospect for his or her commitment. Even if you get a refusal, thank your prospect for taking the time to speak with you and for having considered a contribution to Bates. Every call is a success, as it provides one additional point of contact and involvement with the College. Today's non-donor might be tomorrow's donor.
- 15) And finally...close the loop. Let the Director of Parent Giving and Programs and your Class Co-Chairs (if applicable) know the results of your call – whether a gift, a pledge, or just a conversation. Email or write a quick thank-you note to the parent you've talked to as well.

## THINGS TO REMEMBER: TURNING THE LENS

- You are not asking for money for yourself; you are asking for Bates. Remember, the person on the other end of the line also has a child with a Bates education, and most likely shares the same feelings for the school that you have. You are reaching out with an opportunity to participate with a like-minded individual.
- Increased involvement leads to increased giving. Regardless of the initial gift that you solicit, your contact with other Bates parents keeps them involved and often leads to higher levels of support in future years. Ask for their feedback regarding Bates and include those comments in your reports back to the Director of Parent Giving and Programs.
- Direct, personal contact is the best form of solicitation. Most people aren't inspired to give by direct mail. They wait to take action because they want to be asked by an individual. Your personal contact with prospective donors ensures the most successful outcome.
- People don't give unless they are asked. Contacting your potential donors is vital. Many non-donors don't give simply because they haven't been asked. Asking for a specific gift amount typically leads to a more successful outcome.

- Do not assume “no” is the end of the conversation. “No” can be the beginning of a meaningful conversation. While you may not secure a commitment to the Fund with this initial call, you can still engage the parent in a discussion about the College's needs, and give them a chance to talk about their feelings toward the College.
- Giving has to be a “win, win” situation. Every person’s motivation for giving is different, yet valid. Your job is to further the donor's relationship with the College and make him/her feel more comfortable about giving.
- Aim high. Bates suggests asking for dollar amounts that are high enough to challenge and flatter the potential donor. Don't worry about the amount; donors do not give more than they can afford.

## KEY POINTS IN SOLICITATION

- Establish rapport with the parent.
- State clearly what you are asking for.
- Make the case for giving to the Parents Fund.
- Deal with objections. Disappointing living arrangements, advisors, etc. are not uncommon.
- Call early enough to allow parents to benefit from year-end tax planning when making calls in the fall.
- Ask about corporate matching gift benefits.
- Negotiate and determine effective follow-up by setting a time in the future to speak again.
- Keep in mind the calendar and be considerate. Has tuition just been paid? Is it a holiday?

## OVERCOMING OBJECTIONS

- **“I already pay tuition!”**  
*“As a fellow parent, I can certainly sympathize with this sentiment. Paying for a college education these days is no small task and takes a lot of planning and sacrifice. I serve as a volunteer because I believe strongly in the value of a Bates education and am grateful for what the College has done for my son/daughter. As with anything of great value, there is often considerable cost. In fact, there is an approximately \$16,000 gap per student between comprehensive fee revenue and the actual cost of providing a Bates education. Annual support from alumni, parents, and friends helps to make up that difference. We want to provide parents who are able to participate an opportunity to play a role in the College’s success. We are hoping you will help out with a participatory gift, as a way of showing your support for Bates.”*

- **“This is a bad time. I’ve got three kids in college and my daughter’s getting married.”**

Emphasize participation at whatever level the donor feels comfortable. Remind them that gifts of any amount will make a difference, and that you hope they will consider joining the Mount David Society the next year.

- **“I want to think it over.”**

*“That’s great. I appreciate your interest in considering support for the College. If you have an idea of the minimum amount that you might be considering, I could put you down for a specific amount tonight. By making a specific pledge now, you won’t receive appeal letters from Bates for the rest of the Fund year, only one or two pledge reminders.”*

If your prospect still needs more time, set a definite date to call back/follow up. If they would benefit from more information, please ask your staff liaison for support.

- **“I give to other causes and know my money is doing something good.”**  
*“While your donation to Bates may not cure cancer or save the environment, it just might help educate the student who does that someday.”*

- **“I always give my gift in June. How can I avoid receiving so many letters?”**  
*“Bates sends mail several times during the year since it has no way of knowing when a donor will make a gift. An excellent way to avoid receiving any additional solicitations is to pledge early in the giving year. By pledging now, you can also indicate when you’d like to be reminded about your pledge.”*

- **“I don’t want to simply give money with no idea about where it is going.”**  
*“Unrestricted gifts to the Parents Fund support many valuable things at Bates, including scholarships and faculty resources. In addition, you may direct your Parents Fund gift to one of the following specific areas: Scholarships, Academic Excellence, Annual Library Purchases, or Residential Life.”*

Refer to the “Case for Support” section (pp. 12-13) for more information on the importance of the Bates Parents Fund. While unrestricted funds are Bates’ first choice, gifts to all areas of the College are gratefully received.

- **“I need to talk with my spouse/partner.”**  
Tell them you understand the importance of their decision and many parents like to talk over their financial choices. Ask if it might be alright to call back and set a specific time to follow up on your request.

- **“I have already given.”**  
*“Have you given since July 1, 2010? The Bates fiscal year runs from July 1 to June 30 and tonight [today] I’m calling on behalf of the 2010-2011 Parents Fund.”*

If the parent insists that he/she has given, thank him/her for the support. Sometimes there is a lapse in the gift confirmation and the updates you receive from Bates. Tell the parent you will check with the College and regret the confusion.

- **“Her father and I are divorced. I think he already gave. Doesn’t that count for me, too?”**  
*“When there is the case of divorced or separated parents, you are actually considered two separate households and therefore, your gift will be counted separately from his.”*

If they want to know what their ex-spouse gave, unfortunately, that is not information we can share with them.

## PHONE/EMAIL SOLICITATION SCRIPTS

The following are suggested phone and email solicitation scripts. You may want to use this as a starting point to help you include the items you would like to cover.

### Sample Phone Call Script

*“Hello, this is [your name], parent of [child’s name, class year at Bates]. I am calling today as a member of the Bates Parents Fund Committee. Is this a good time for you to talk?”*

Ask about his or her experiences with Bates and those of his/her son/daughter.

*“The purpose of my call is to follow up on a communication you may have recently received regarding the Bates Parents Fund. The Parents Fund is part of the overall Bates Fund, the College’s annual fund effort, providing a substantial portion of the budgetary needs (for example, journal subscriptions, faculty salaries, laboratory equipment). In fact, Bates comprehensive fee covers only a portion of the true cost of a Bates education.”*

**For prior donor,** *“Last year (or recently) you generously supported Bates. Thank you! As we strive to reach our ambitious goal of \$1.3 million from parents, would you consider making a gift of \_\_\_\_\_ this year?”* (refer to the **ask amount** listed in the donor’s information).

**For the first time donor,** *“We are asking all parents to stretch as much as they can and wonder if you might consider a gift of \$ \_\_\_\_\_?”*

**Positive response,** *“That’s great! Thank you for your support! I will put you down for a pledge of \$\_\_\_\_\_ and inform Bates of your commitment.”*

*“Bates has many ways for you to make your gift.”* See **WAYS TO GIVE** section (p. 23).

**Unspecified support,** *“In order for me to inform Bates of your support, it would be very helpful for me to put you down for a specific gift amount to the College. Would you consider a gift of \$\_\_\_\_\_? If you pledge now, we can include your gift in our totals, but you won’t have to pay your pledge until June 30, plus you will not receive other solicitation mailings from the College, which saves paper and postage.”*

**Negative response,** *“I’m sorry that you won’t be able to support Bates with a leadership gift this year, but I do hope that we will be able to count on your support at a level where you feel comfortable. Participation is an important component of our success and every parent’s gift counts toward our goal.”*

**Sample Email/Handwritten note Script:**

Dear [Parent First Name],

I am the proud parent of a Bates [graduate, sophomore, etc...] and volunteer on behalf of the Bates Parents Fund Committee. With much gratitude, I want to thank you for your past gifts to the Bates Parents Fund and all you have done to ensure Bates’ continued excellence. Participation is an important component of our success and a significant measure of Bates’ success in educating our children.

This year’s Parents Fund goal is \$1.3 million. In order for us to reach our ambitious goal, would you consider a gift of \$[ask amount]. If that isn’t possible, I hope you will still continue to support Bates in any way you can. Bates needs and welcomes gifts of all sizes. Every contribution is deeply appreciated at Bates and counts towards our goal.

May I count on your continued support and send a pledge card to: [donor address]? You can also visit *community.bates.edu/makeagift* and make your secure gift online. Thank you in advance for your support.

Sincerely,  
[your name]

**Leaving Messages**

If you have attempted to reach your prospect unsuccessfully, at your discretion, you may leave a message. If the donor has an email, you may try using that or even write a hand-written note using a similar message as above.

## WAYS TO GIVE

Donors may take advantage of a variety of giving vehicles available at Bates. Using alternative giving methods often enables donors to make larger gifts than they might have thought possible.

- **Credit Card.** Bates accepts Visa, MasterCard, American Express and Discover. Volunteers can take a credit card gift over the phone or encourage parents to make their gift online using their credit card. If you take a credit card gift, remember to ask for: 1) the type of credit card, 2) the card number, 3) the expiration date, 4) the gift amount, 5) the donor's name as it appears on the card and 6) the billing address.
- **Online at [community.bates.edu/makeagift](http://community.bates.edu/makeagift).** This is a secure web site through which parents may donate. We also have a toll free line: 888-522-8371.
- **Checks.** All checks should be made payable to "Bates College" and mailed to: The Bates Parents Fund, Bates College, 2 Andrews Road, Lewiston, Maine 04240.
- **Monthly Giving.** The Monthly Giving program allows parents to make a gift to Bates through monthly billing to their credit card or monthly deduction from a bank account. The program saves time and energy and will also save the College paper and postage because participants do not receive additional appeal mailings throughout the year.
- **Appreciated Securities.** Many parents are able to make a larger gift than they imagined by giving appreciated securities. In most instances, a gift of stocks, bonds, or mutual fund shares — if they have appreciated in value — is more advantageous than a gift of cash because the donor avoids paying capital gains taxes. For information on making a gift of securities, visit [www.bates.edu/x168602.xml](http://www.bates.edu/x168602.xml) or call the Office of College Advancement at 207-786-6248. When giving gifts of appreciated securities, be aware of the time the transfer may take.
- **Matching Gifts.** Many corporations have established matching gift programs where the company matches employees' gifts to non-profit organizations. Matching gifts result in corporate gifts of one, two, or sometimes three times the amount contributed by the donor! Some companies will even match a gift made by a retired employee or the spouse of an employee. Matching gifts must be initiated by the donor and comply with individual company guidelines. Donors should consult with their employers' human resources office for specific information on how to get a match for Bates.
- **Deferred Giving.** Deferred gifts enable donors to pledge significant funds to Bates — far greater gifts than they ever imagined — and receive substantial tax and estate-planning advantages at the same time. Please visit

*bates.plannedgifts.org* or contact the Office of Gift Planning at 1-800-762-3145 or *giftplanning@bates.edu*.

## **BECOMING A LEADERSHIP DONOR**

The Mount David Society recognizes Bates Fund and Bates Parents Fund donors who lead the way in supporting Bates by making significant current-use gifts each year. In addition to referencing Mount David – the highest point on campus – the Mount David Society shares a spirit of leadership and excellence with the annual **Mount David Summit**, Bates’ annual celebration of student academic achievement. Society and Summit alike honor the bedrock principle of Bates’ founding: Amore ac Studio – Ardor and Devotion, to excellence and to Bates.

The minimum gift level of \$1,855 refers to the year of the College’s founding.

### **Mount David Society leadership levels**

- **President's Associates**  
\$10,000 and above
- **Founder's Associates**  
\$1,855 - \$9,999

### **Named Scholars Program**

Through the Named Scholars Program, you may name a current-use scholarship after yourself or a loved one with an annual gift of \$5,000 to the Bates Parents Fund. The College will spend your gift this academic year to provide much-needed scholarship assistance for a deserving student.

Donors who establish named scholarships in the Bates Parents Fund get to know their scholarship student/s. All donors receive an annual “activity report” which provides a profile/s of the student recipient/s of the scholarship, and most donors also receive correspondence from the scholarship recipient/s.

## **OTHER GIFT DESIGNATIONS**

We ask that all parents make giving to the Bates Parents Fund a top priority. However, there are parents who choose to direct their philanthropy to another College priority. These parents are moved to support Bates in a specific way that impacts the life of their student – through their student’s extracurricular activities or major department. Of course, we encourage and are grateful for every gift, and a call to a parent on behalf of the Parents Fund that results in a generous gift to another designation is still a very successful call! All parents should be encouraged to support



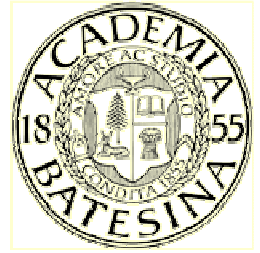
the Bates Parents Fund, even if in a participatory manner.

### **Friends of Bates Athletics**

Friends of Bates Athletics (FBA) includes alumni, parents, grandparents, and friends who have an interest in athletics at Bates. Through financial contributions, the Friends of Bates Athletics program strengthens the budgets of varsity and club teams, helping those teams to become as competitive as possible. The FBA also provides an opportunity for Bates athletics enthusiasts to connect at events and gatherings. As a reminder, gifts designated to the general Friends of Bates Athletics Fund or to a specific sport, do not count as gifts toward the Bates Parents Fund. For more information on the FBA program, please contact Susan Harriman at *sharrima@bates.edu* or (207) 786-6228.

### **Additional Fundraising Priorities**

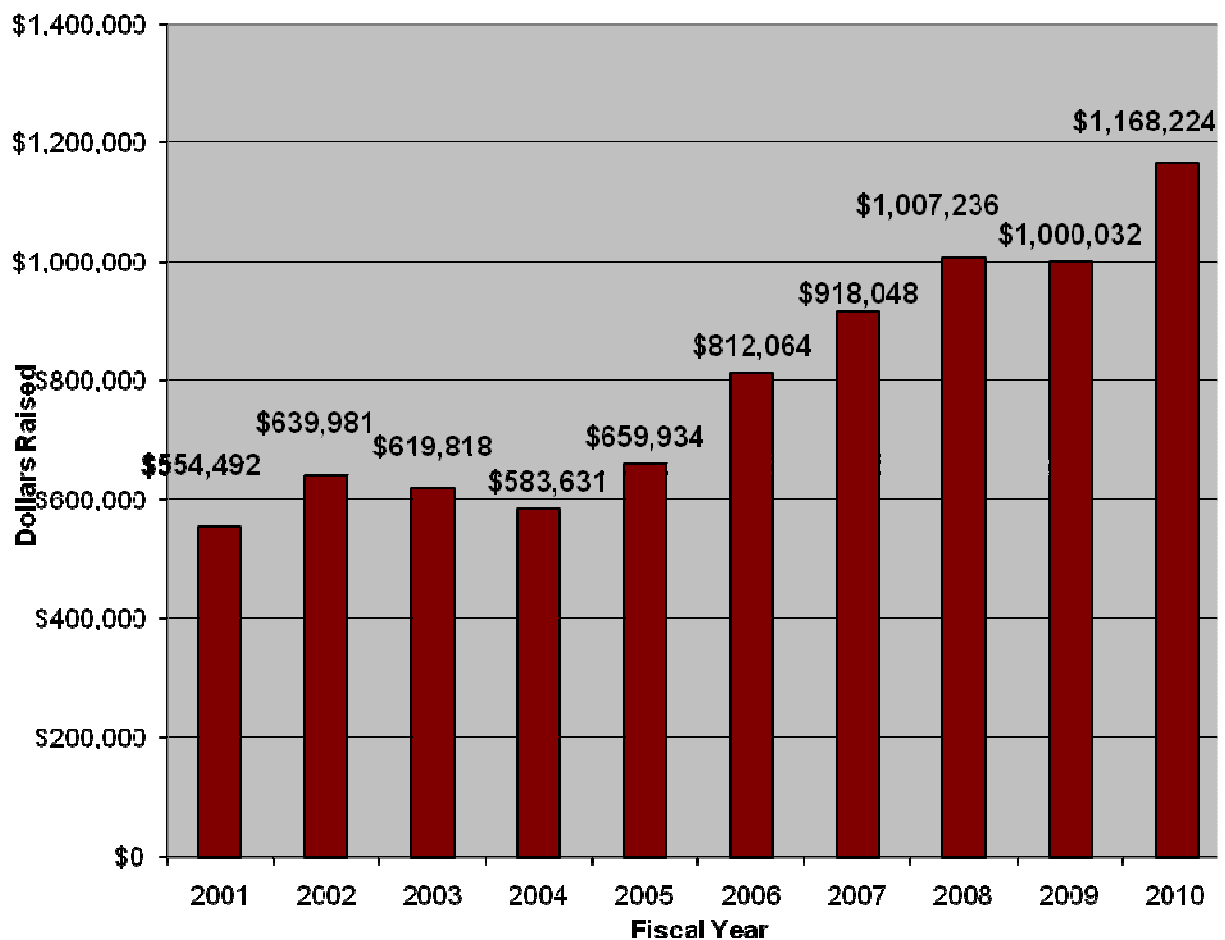
In addition to increasing the amount of operating budget support through the Bates Parents Fund, the College is working to raise substantial gifts in support of endowed scholarships; programs underway to build student diversity; and the current building projects. If you or one of the parents you contact shows interest in supporting one of these special fundraising priorities, please contact Alli Lambert, Director of Parent Giving and Programs, at *mlambert@bates.edu* or 207-786-6239, or Hieu Nguyen, Director of Leadership Giving, Donor Programs and Research, at *hnguyen@bates.edu* or 207-786-8342.



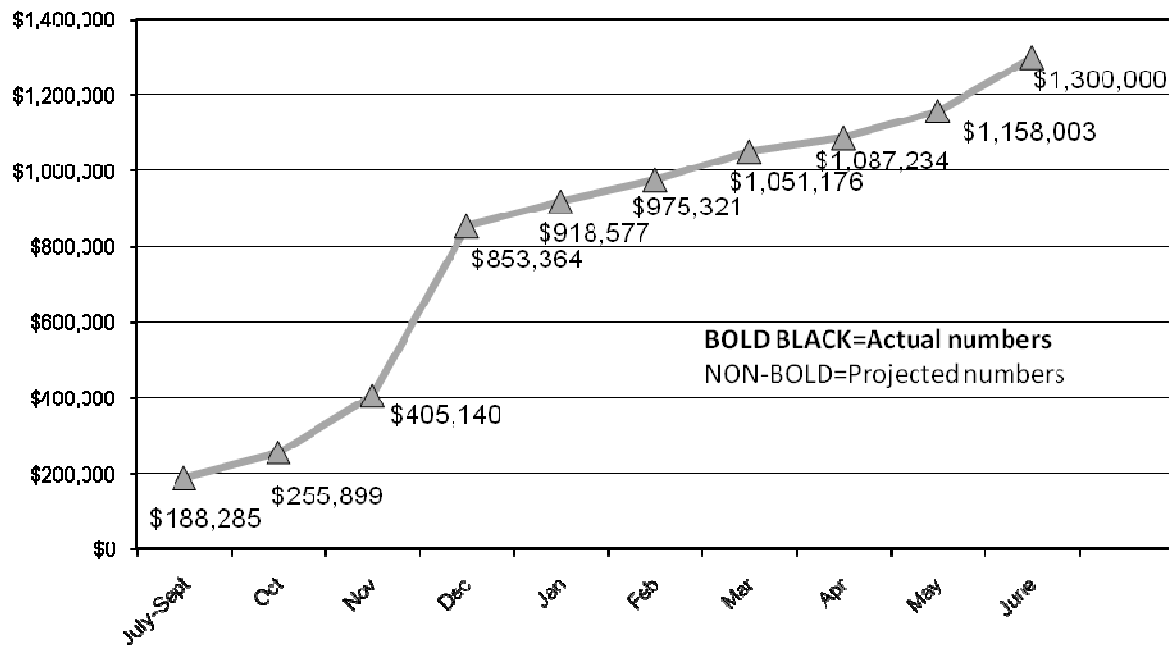
# Bates Parents Fund

## Committee Manual

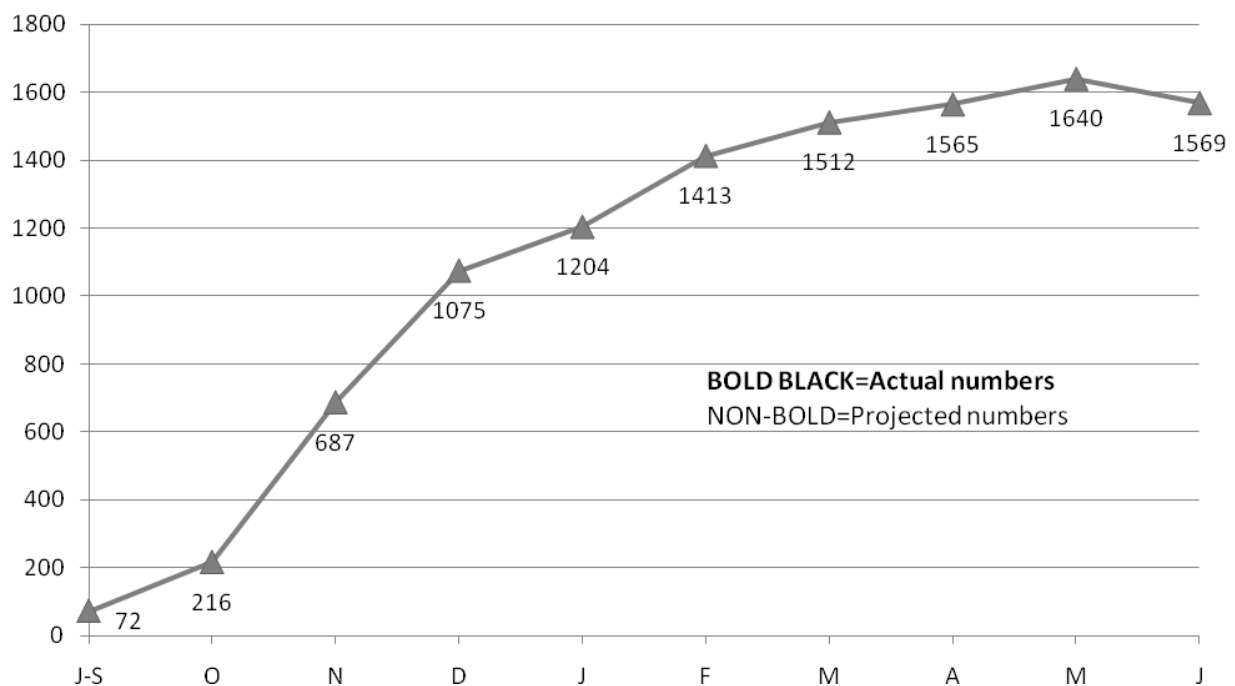
### Bates Parents Fund 10 Year Results History



## FY11 BPF Monthly Dollar Projections



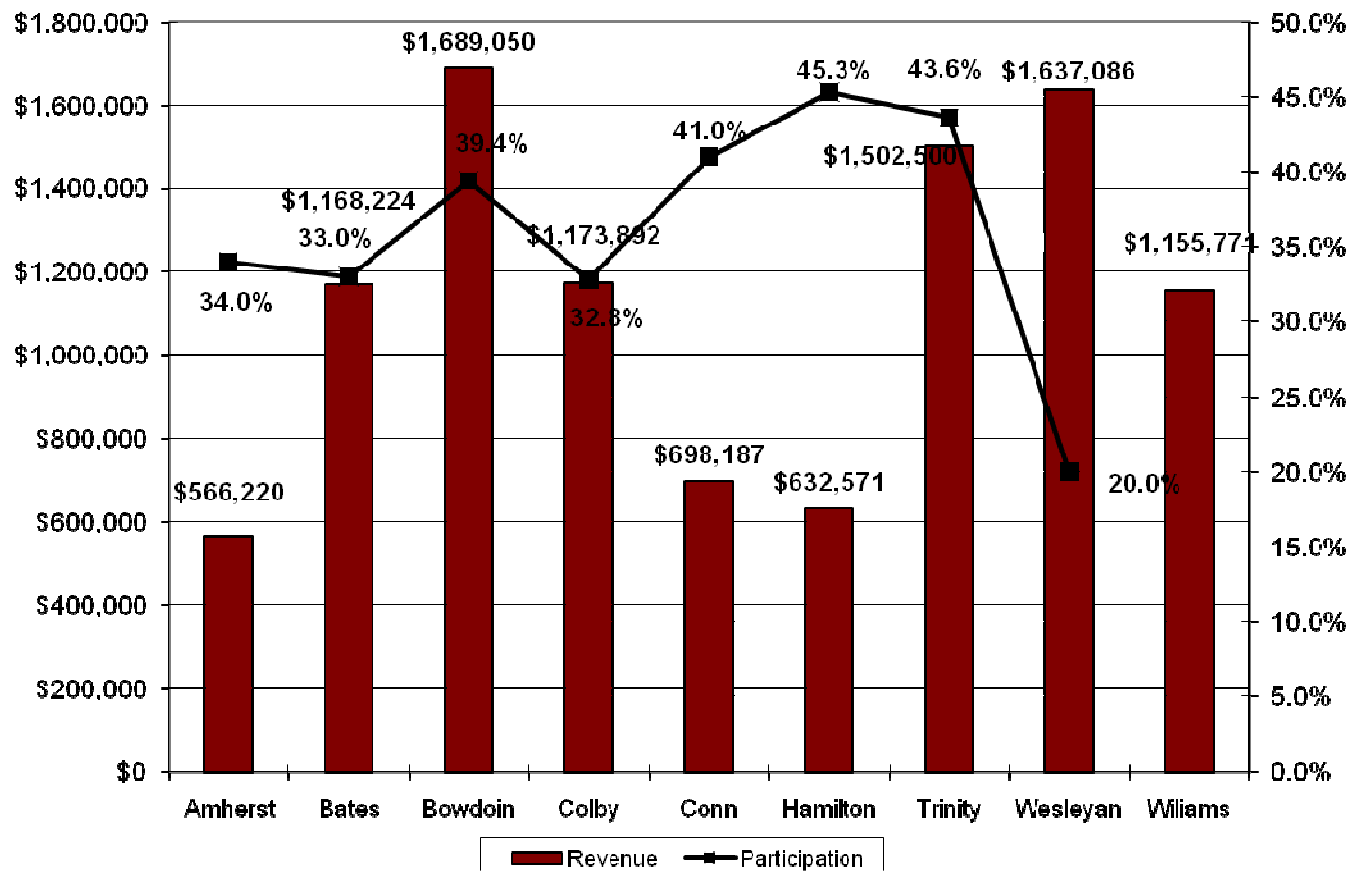
## FY11 BPF Monthly Donor Projections

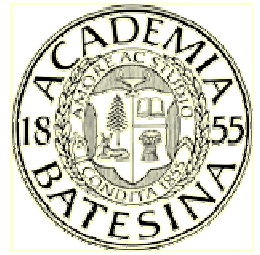


## FY Parents Fund Table of Gifts

<i>Projected: FY11</i>			Prospects
Gift Range	Donors	Dollars	Donors
\$100,000	1	\$100,000	1
\$50,000	3	\$175,000	3
\$25,000	5	\$125,000	6
\$10,000	22	\$220,000	36
\$5,000	36	\$180,000	70
\$2,500	57	\$142,500	110
\$1,855	65	\$120,575	134
<i>subtotal</i>	<i>189</i>	<i>\$1,063,075</i>	<i>360</i>
\$1,000	75	\$75,000	135
\$500	85	\$42,500	203
\$250	180	\$45,000	3785 (includes below \$250)
below \$250	1,040	\$74,425	
<i>subtotal</i>	<i>1380</i>	<i>\$236,925</i>	<i>4120</i>
<i>Prior Year Gifts</i>			
<b>TOTAL</b>	<b>1569</b>	<b>\$1,300,000</b>	<b>4483</b>

## Parents Fund Peer Comparison





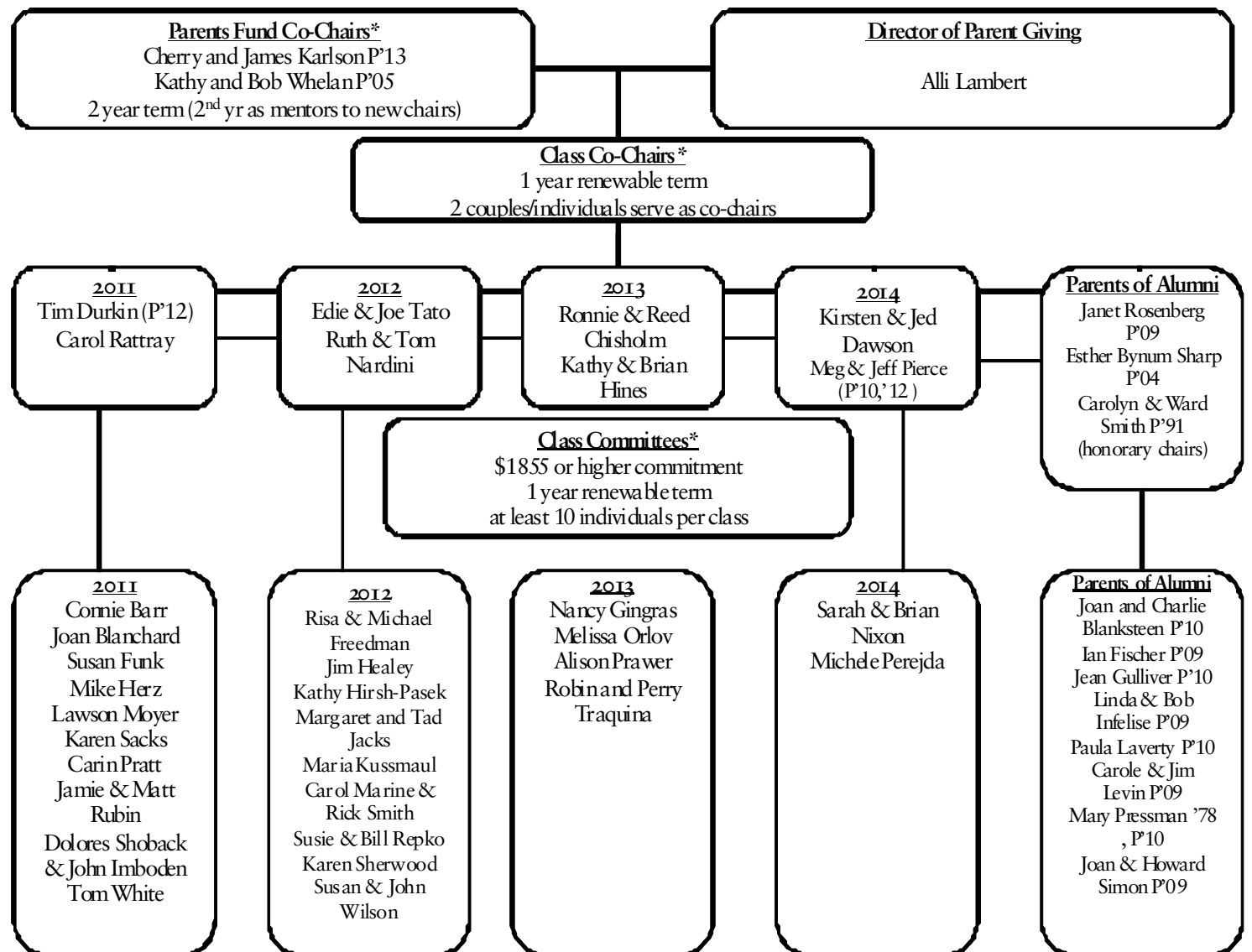
# Bates Parents Fund

## Committee Manual

### Bates Parents Fund Organizational Chart

(this is the most current org chart but this will continually be updated as committee members are added throughout the year)

#### Bates Parents Fund Organizational Chart FY2011 (as of 10/13/10)



## **BPF Staff and Committee Contact Information**

**Alli Lambert**

Director of Parent Giving & Programs

Office of College Advancement

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Lewiston, ME 04240

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(207) 786-6239

(207) 786-8242 (fax)

*www.bates.edu/for-parents.xml*

**Stephanie Dumont**

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*parents@bates.edu*

(207) 786-8370

## **BPF Committee Directory**

For a copy of the most up-to-date directory, please contact Alli Lambert at *mlambert@bates.edu* or (207) 786-6239.