Parent Solicitation Tips

Making the Call:

Obstacles Faced in the Calling Process

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Obstacle #1: Making the Connection

• Multiple calls have been made to potential parents with no connection having been made.

• Options for the caller:
  — Leave a message asking for a call back
  — Leave a message saying you will call back
  — Send an e-mail from the e-mail templates
  — Send a handwritten note
  — Consider a face to face meeting if possible

• Other Tips
  — Mention the name of your child
  — Familiarize yourself with information about the donee (i.e. student’s class, location, town)
  — Unblock your number
Obstacle #2: Why should I support the Parent Fund?

• The Parent is paying multiple tuitions, makes other contributions but does not understand why the Parents Fund should be supported.

• Options for the caller:
  — Parents Fund is used by the President to help fund initiatives such as:
    ➢ The 5 to 1 Student to Faculty Ratio
    ➢ The Quality of the Faculty
    ➢ Helping Keep Princeton Excellent
    ➢ Investing in the future to keep the network alive/ Doing things that have no funding
Obstacle #3: My husband/wife is not home and they handle our donations

- After making the pitch on the value of the Parent Fund the person indicates that their spouse handles donations.

- Options for the caller:
  - Attempt to set up a time to talk with the spouse
  - Send an e-mail to both husband and wife with a goal to discuss the potential contribution with the decision maker
  - Follow up with call one week after e-mail
Obstacle #4: I need more information before I can make a decision

- After making the pitch on the value of the Parent Fund the person indicates that they would like to get more information about the fund.

- Options for the caller:
  - E-mail link to the Parent Fund website: [http://giving.princeton.edu/ag/parents/](http://giving.princeton.edu/ag/parents/)
  - One of the e-mail templates might also work
  - Follow up call should be scheduled one week after the package/e-mail is sent
Obstacle #5: The Target Amount is too high

• After making the pitch on the value of the Parent Fund the person indicates that the target amount is way too high.

• Options for the caller:
  — Indicate that the target amount is not always that precise
  — Potential line: I don’t know if this will flatter or shock but your target is X
  — What level of donation are you comfortable giving?
Obstacle #6: What are the best practices to manage the Follow-Up Process

• Managing the follow-up process is a key part of being a successful fund raiser.

• Excel is a very good tool for managing the process.

• Thank you notes should be sent once a gift is made.
Parent On-line Resources

- **Parents Tiger Tracks Website:** [https://tigertracks.princeton.edu](https://tigertracks.princeton.edu)
  - Parent Website where you can track all your prospects and see their contact information.
  - You will need a Username and Password (instructions on site).

- **Princeton Volunteers Website:** [https://volunteer.princeton.edu](https://volunteer.princeton.edu)
  - Annual Giving Volunteer website where you can find resources such as tips, important dates, reports and addressing concerns and other useful information.

- **Annual Giving Parents Website:** [http://giving.princeton.edu/ag/parents/](http://giving.princeton.edu/ag/parents/)
  - This website is accessible to everyone and can be used as a resource when parents ask you for additional information about Annual Giving and the Parents Fund.