**Here is one example of an initial welcome email—no mention of giving yet:**

Dear Parents,

Great to chat with a new Princeton parent! It's our fondest wish that your daughter Ana has an amazing four years at Princeton. Sounds like she's off to a marvelous start!

The complete itinerary for Parents Weekend may be found at:
http://www.princeton.edu/pub/fpw/index.xml

We invite you to stop in at Prospect House anytime between 9 am and 5 pm on Friday October 10 to meet with a host of volunteer parents at the Parents Committee Open House. It is a great way to stay current with all the happenings on campus and stay connected with your child as she navigates her Princeton experience.

Tips for local lodging, restaurants and shopping may be found at:
www.princetonol.com

Enjoy the weekend with your daughter!

Warmly,

Leslie Miller and David Bronheim P’15
Volunteers, Princeton Parents Committee

**Here is an example of an email follow up after an initial telephone conversation:**

Dear Parents,

Thank you kindly for allowing me to introduce you to the good work being done by The Parents Fund on behalf of our children. I have sent by mail a description of the Parents Committee and a gift card, should you wish to submit a check. You may also give online by credit card at the Parents Fund website: www.princeton.edu/ag or by using the toll free telephone number: (800) 258-3373.

The Fund generates unrestricted dollars that support the core mission of the University—which is to sustain and enhance the finest undergraduate academic experience in the nation. My husband David and I are absolutely thrilled with our daughter's exposure to wonderfully talented professors, unique course offerings and opportunities for service and travel abroad. I am certain you will be similarly pleased with the depth and breadth of the Princeton experience for your son Connor.

Having been on the Committee for a number of years, this is a most amazing place--dedicated parents whose children have long since graduated continue to support the Fund for the benefit of our children today. Approximately 50% of currently matriculated
families support the Fund, which is unprecedented among the Ivies. Suffice to say that the reservoir of goodwill toward Princeton is vast, among both current and former parents. Please join us in this collaborative multi-generational endeavor to enable the academic enterprise at Princeton to flourish.

Happy Holidays and Best Wishes for a successful Princeton career for your son.

Leslie J. Miller, MD P'15
Associate Managing Partner
Diagnostic Radiology Associates of New Jersey

David S. Bronheim, MD P'15
Associate Professor Anesthesiology
Mt. Sinai Medical Center, New York

Volunteers, Princeton Parents Fund

Here is an example of an end of year appeal aimed at a Leadership Level Donor:

Dear Parents,

As parent volunteers for the Princeton Parents Fund we are reaching out to you from Long Island, where spring has finally reached us! The 2014-15 campaign comes to a conclusion in June and we would be honored to receive a gift from your family this year.

For over 60 years the Parents Fund has supported the mission of academic excellence. The generosity of the parents who came before us enable our children to enjoy an outstanding college experience. Now that your daughter, Cathy, is halfway finished with her Princeton experience, we hope you have come to appreciate what a unique place the University is and how many resources are given to the students to pursue their passion. The recruitment of world class faculty, small seminar learning venues, global travel abroad and enhanced computer and library facilities are endeavors all supported by the Parents Fund. Our daughter, Rachel, Class 2015 is having a transformative experience, for which we are profoundly grateful. The privilege of a Princeton education is something to be cherished for a lifetime.

Nearly 3200 families of students have given to this years' campaign. An Associates level gift in the range of $5,000-$10,000 would be incredibly appreciated, and many of our families contribute at that level. But foremost, please join us at whatever level is comfortable for you so that we may have broad support from the parent body. Every family counts toward our goal of $3,100,000.

If you happen to be in New York the weekend of Mother's Day, the Parents Fund is hosting a reception at the Princeton Club in New York City on Friday evening May 9 from 6-8 pm. It is a wonderful way to connect with other parents and to hear a
presentation by the newly recruited executive director of Career Services, Pulin Sanghvi. This office is actively engaged in advising and placing Princeton students for the world beyond the "orange bubble" -- a very important process in the ever more competitive job market.

To make a gift using our international gift line, please call (609) 258-3373, visit our gift website at www.princeton.edu/ag or by mail:

The Parents Fund  
Princeton University  
Box 5357  
Princeton, NJ 08543-5357  

Sincerely,  
Leslie J. Miller, MD P’15  
David S. Bronheim, MD P’15  
Parent Volunteers, Princeton Parents Fund  
(516) 263-3944

Here is an example of an end of year appeal to an international parent asking for an enhanced gift:

Dear Parents,

Holiday Greetings from the Princeton Parents Committee!

The Princeton Parents Fund is most honored and grateful for your support of our 2014-15 campaign. Your Nassau Associates level gift of $2,500 helped us to reach a very ambitious goal last year. As international parents, we are especially thankful for your long distance interest and strong connection to Princeton. This year we find that we are lagging slightly behind our goal for the end of the year in our 2014-15 annual appeal. We are hoping you will be able to join us by making your gift by Dec 31.

The Parents Fund raises over $3 million annually, all of which goes to sustaining the mission of academic excellence at the University. These unrestricted dollars help President Eisgruber with discretionary spending on the endeavors that make Princeton truly unique. The recruitment of world-class faculty, the continued enhancement of computer and library facilities and unique collaborations with institutions abroad all directly benefit our children.

If at all possible we would respectfully ask you to consider joining the Palmer Associates giving society of $5,000 this year. Over the years we and many parents lend increased support as we began to fully appreciate the privilege of a Princeton education. Our daughter Rachel, Class of 2015, is enrolled in the Woodrow Wilson School and is in the process of writing her thesis. The University has provided her with a stipend and
extensive databases to conduct her research. We also felt that her career counseling in the Health Professions Office was outstanding. We owe the school a debt of gratitude and are enthusiastic about helping Princeton maximize the learning experience for every student on campus.

Giving is easy! You may use the gift line (800) 258-5421 or the gift website: www.princeton.edu/ag

We hope your daughter Cathy is thriving in her junior year. She has much to look forward to including her junior thesis and her engagement with the Eating Cubs. Before you know it she will be a senior, like our daughter, and ready to leave the "Orange Bubble".

Best Regards,

Leslie J. Miller, MD P'15
Associate Managing Partner
DRA of New Jersey

David S. Bronheim, MD P'15
Professor of Anesthesia
Mt. Sinai Hospital and Medical Center

Membership Chair
Princeton Parents Committee
(516) 263-3944

Here is an example of an email to solicit a Senior/Graduation Gift:

Dear Parents,

As membership chair of the Princeton Parents Committee I have the privilege of reaching out to graduating families in the class of 2015. Our daughter, Rachel, will be graduating in June as well, having had a life-changing experience at The Woodrow Wilson School--and interfacing with many of the pivotal figures in the health policy arena.

There is a large cadre of parents every year who make a gift to the University to memorialize their child's graduation. To mark this auspicious occasion we ask you to reflect on the many ways Princeton has benefitted, challenged and elevated your daughter's college experience. Please consider making a gift so that talented students who follow will be able to thrive and avail themselves of similar opportunities for advancement.

You have not given to date so please allow me to provide you with several compelling reasons to join us at this exciting time:
4,000 out of 5,200 Princeton families make a gift every year. That rate of giving is unparalleled among the Ivies.

No family pays the full expense of a Princeton education. It costs twice as much, over $100,000 per year to educate each child. Every family, even those of us who pay full tuition, benefits from the endowment of the University.

The University's peerless financial aid package allows the average Princetonian, through grants and work study, to leave with only $5,000 of debt and to pursue their chosen field of study free of financial worry. This year 60% of the class of 2018 is dependent upon financial aid.

Unrestricted gifts allow President Eisgruber discretionary funds to attract Nobel laureates, forge international partnerships with outstanding institutions of global stature, and support new infrastructure initiatives such as the Neuroscience Center and the Lewis Center for the Arts.

In other words--the Parents Fund as part of Annual Giving is what makes Princeton, Princeton.

To make a gift anytime before June 30 you may call our gift line (800) 258-5421 or online: www.princeton.edu/ag

Thank you for your thoughtful consideration.

Leslie J. Miller, MD P’15
Associate Managing Partner
DRA of New Jersey

David S. Bronheim, MD P’15
Professor of Anesthesia
Mt. Sinai Hospital and Medical Center

Membership Chair
Princeton Parents Committee
(516) 263-3944

*Here is another example of an email soliciting a Senior Gift:*

Dear Parents,

It is my pleasure once again to connect with you on the Princeton Parents Fund!
We spoke last year and I have been on the Leadership Gifts Committee of the Parents Fund for a number of years. Firstly, I want to extend a heartfelt thank you for your terrifically generous gift of $5,000 toward last year's campaign. 2012-2013 was our second best year ever and your gift played a significant part in that collaborative endeavor. I am writing to ask you to give some thought to the idea of an enhanced gift to memorialize your daughter's graduation this year. It is a tradition that many of our parents find particularly meaningful as their children's Princeton careers come to a close.

The Committee is respectfully asking you to consider, if it is within your means, a President's Associates level gift ($25,000). To give you a sense for just how important these Leadership gifts are, roughly 1.5 % of 4,000 families accounted for half the overall total of 3 million dollars in gifts generated last year. Ten of those gifts were at the President's gift club--so as you can see you would be in good company! Asking for this level of support by way of email is not ideal, but I know you are very busy and often out of the country, so I opted to contact you by email first. If you would like to discuss this informally further or learn about some of the ongoing initiatives sponsored by the Parents Fund, I would love to speak with you by phone. Please feel free to contact me on my cell at your convenience.

In short, my husband and I contribute at the President's level and volunteer for the Committee because Princeton has been a transformative experience for our daughter Rachel, Class 2015. The University approaches undergraduate teaching and research with greater enthusiasm and precision than any other institution on the planet. We are profoundly grateful for the privilege of a Princeton education for our daughter--it has been one of the great serendipitous delights in life for us.

Happy Holidays and a Healthy 2014. Congratulations on your daughter's upcoming graduation!! And thank you for all you do for Princeton.

Best,

Leslie J. Miller, MD P'15
Associate Managing Partner
Diagnostic Radiology Associates of New Jersey
(516) 263-3944

David S. Bronheim, MD P'15
Associate Professor Anesthesiology
Mt. Sinai Hospital, New York

Volunteers, Princeton Parents Fund
Here is an example of a Leadership level solicitation to an international family with a sophomore who has not given previously:

Dear Parents,

As parent volunteers for the Princeton Parents Fund we are reaching out to you from Long Island, where Spring has finally reached us! The 2014-15 campaign comes to a conclusion in June and we would be honored to receive a gift from your family this year.

For over 60 years the Parents Fund has supported the mission of academic excellence. The generosity of the parents who came before us enable our children to enjoy an outstanding college experience. Now that your daughter, Cathy, is halfway finished with her Princeton experience, we hope you have come to appreciate what a unique place the University is and how many resources are given to the students to pursue their passion. The recruitment of world class faculty, small seminar learning venues, global travel abroad and enhanced computer and library facilities are endeavors all supported by the Parents Fund. Our daughter, Rachel, Class 2015 is having a transformative experience, for which we are profoundly grateful. The privilege of a Princeton education is something to be cherished for a lifetime.

Nearly 3,200 families of students have given to this year's campaign. An Associates level gift in the range of $5,000-$10,000 would be incredibly appreciated, and many of our families contribute at that level. But foremost, please join us at whatever level is comfortable for you so that we may have broad support from the parent body. Every family counts toward our goal of $3,100,000.

If you happen to be in New York the weekend of Mother's Day, the Parents Fund is hosting a reception at the Princeton Club in New York City on Friday evening May 9 from 6-8 pm. It is a wonderful way to connect with other parents and to hear a presentation by the newly recruited executive director of Career Services, Pulin Sanghvi. This office is actively engaged in advising and placing Princeton students for the world beyond the "orange bubble"--a very important process in the ever more competitive job market.

To make a gift using our international gift line, please call (609) 258-3373. Or log on to our gift website at www.princeton.edu/ag Or by mail:

The Parents Fund
Princeton University
Box 5357
Princeton, NJ 08543-5357

Sincerely,

Leslie J. Miller, MD P'15
David S. Bronheim, MD P'15
Here is an example of an email directed to a family interested in joining the Parents Committee:

Dear Parents,

Many thanks for taking my call today during the workday. It was really lovely to hear how much your daughter X is enjoying her time at Princeton, from the Cottage eating club to travel abroad in South Africa. Thank you for sharing her experiences with me.

The Princeton Parents Committee is inviting parents in the Class of 2016 to avail themselves of the opportunity to become involved in our mission and activities. As membership chair it is our privilege to invite you to join us and describe our mission.

The Parents Committee is a wonderful group of like-minded families who wish to sustain the excellence for which Princeton is known. I think you will love being involved! It has certainly enhanced our experience and kept us close with our daughter Rachel '15 these past four years. To get an overview of all that we do to support the undergraduate experience for each and every Princetonian please visit: http://giving.princeton.edu/ag/parents

Here are some interesting tidbits to consider:

4,000 out of 5,200 Princeton families make a gift every year. That rate of giving is unparalleled among the Ivies.

No family pays the full expense of a Princeton education. It costs twice as much, over $100,000 per year to educate each child. Every family, even those of us who pay full tuition, benefits from the endowment of the University.

The University's peerless financial aid package allows the average Princetonian, through grants and work study, to leave with only $5,000 of debt and to pursue their chosen field of study free of financial worry. This year 60% of the class of 2018 is dependent upon financial aid.

Unrestricted gifts allow President Eisgruber discretionary funds to attract Nobel laureates, forge international partnerships with outstanding institutions of global stature, promote exciting travel abroad learning initiatives and support new infrastructure initiatives such as the Neuroscience Center and the Lewis Center for the Arts.

In other words--the Parents Fund as part of Annual Giving is what makes Princeton, Princeton.
Briefly, the role of a Committee member is as follows:

1. **Make an Associate level gift.** You may go to our website to view the different Associate level Giving Societies and select the one that best fits your philanthropic goals. We were hoping you might consider a gift in the Nassau Associates range, which is our most popular Giving Society. 
   [link](http://volunteer.princeton.edu/main/development/parents/making_a_gift/)

2. **Attend two on campus luncheons per year**, if your schedule permits. These are terrific lectures given by Princeton faculty to keep parents up to date on the latest happenings on campus.

3. **Participate** in monthly Web conferences, phonathons, and receptions.

4. **Reach out** by telephone or email to 10-15 parents to educate them about the importance of their support and encourage them to make a gift between November and June. This is a very light time commitment and it is personally rewarding to connect with other parents and share your enthusiasm for Princeton.

If I may be of further assistance or if you have questions pertaining to all things Princeton, please do not hesitate to email or call me. To make a gift anytime before June 30 you may call our gift line at (800) 258-5421 or online: [www.princeton.edu/ag](http://www.princeton.edu/ag)

After you talk things over together let me know if you wish to join the Committee and I will instruct our office staff to dispatch the Parent Volunteer Handbook to your home in short order.

Thank you for your thoughtful consideration and best wishes to Priya as she continues on her amazing journey through the halls of Princeton.

Warmly,

Leslie J. Miller, MD P'15  
David S. Bronheim, MD P'15  
Membership Chair  
Princeton Parents Committee  
Cell (516) 263-3944