

Maximizing Parent Engagement for Impactful Philanthropy



Ellen Dooley, Director, Office of Parent Engagement and Philanthropy, Fairfield University



Kelly Lepley, Associate Director, Parent Development, Boston College



About Us



Kelly Lepley is the Associate Director, Parent Development at Boston College, a role she has served in for almost two years.



Ellen Dooley is the Director of Parent Engagement and Philanthropy at Fairfield University where she has worked in parent fundraising for 7 years.



Boston College

University

Founded in 1863

9,564 undergraduates

47% male / 53% female

209,868 alumni



Jesuit, student-centered institutions



Fairfield

Founded in 1942

4,903 undergraduates

43% male / 57% female

44,000 alumni



Parents Team at BC and Fairfield



Parent Development Team consists of 5 team members:

- Director of Parent Development
- Associate Director of Parent Development (40% fundraising, 60% programmatic)
- Two Full Time Major Giving Fundraisers
- Development Assistant



Situated under the Major Giving unit



Parent Development Team consists of 3 team members:

- Director, Office of Parent Engagement and Philanthropy (OPEP)
- Associate Director, OPEP
- Program Manager, OPEP

Parent Data by University

| | Boston College  | Fairfield University  |
|--|--|--|
| # of current parents | 11,819 | 5,000 |
| # of parents assigned in portfolios | Around 3,300 households | Approx 875 households |
| % of parents who give | 36% provided support | 23% provided support |
| # of parents in Parents Leadership Council | 635 PLC households / 158 Parent Partner households in FY'25 | 152 PLC households/25 Executive PLC households in FY25 |



Why should we partner with parents?

- Admission Decisions
- Community Ambassadors
- Parent Ambassadors
- Retention
- Mental Health Support
- Provide funding to our schools



According to a recent survey of 32,423 college parents:

- 43% of students are interacting with their parents at least daily
- 55% of students are interacting with their parents at least weekly
- 2% of students are interacting with their parents at least monthly

Parents discuss student life, academics, and mental health with their students.

Parents Leadership Council (PLC) by University

| | <u>Boston College</u>  | <u>Fairfield University</u>  |
|--------------------------|---|---|
| Philanthropic Thresholds | \$10,000 per year for PLC. | \$5,000 per year for PLC. |
| Annual Events | PLC Serves, PLC Reads, Annual in-person meeting and tailgate, Class Conversations, quarterly meetings, Parent Partner Retreat | PLC Breakfast at Family Weekend in the fall PLC Experience Day/Weekend in the spring semester |
| Benefits | Athletics discounts and invitation to development box, Parent Impact Report, serve as event hosts, PLC LinkedIn Group, Eagle Exchange | Meetings with Senior leadership, personalized communication, PLC Directory |

Engaging Parents Beyond the PLC



Parent Partners Group

- 187 parent households within the PLC community who give \$50,000+ per year
 - Gain access to Parent Partners Retreat, an on-campus experience to build community and converse with BC leaders.



Fairfield University

- 25 parents within our newly established Executive PLC leadership level who give \$25,000 + per year.
 - Considered to be thought partners, arrange 1:1 meetings with the President, invite to speak on campus, and offer special seating at Commencement

How Else Do We Engage Parents?

Connect them to the BC student experience



Giving Day Match, PLC Serves, PLC Reads, Hosting Summer Sendoffs



Parents Can Make a Difference

Parent Ambassadors for fundraising challenges, Career Mentoring, Hosting welcome events



Recruiting for the PLC



BC

- 1:1 Meetings with prospect manager
- Summer Sendoffs
- Move-In Dinner & Move-In Breakfast
- Family Weekend

“Recruitment Cohort” has access to PLC meetings and events during the first semester of the first year.



Fairfield

- Summer Welcome Events
- Move in Weekend
- Family Weekend



Tips for Engaging Incoming Parents

Contact early and often!

- Engage with them from Admission: Move-In is when parents are most excited!
 - There are no “issues” yet that they are hearing live time from their children
 - Many parents are well-conditioned, from their children’s high schools, to engage with philanthropy offices
- How BC engages **early and often**:
 - Introduction email / Request for meeting during Orientation
 - Invite to Summer Sendoffs, Move-In Events, and PLC meetings
 - Stop by during Move-In with waters and cookies
 - Welcome booklet mailed to incoming families
- How Fairfield engages **early and often**:
 - Welcome letters mailed from Advancement Team inviting highly rated to meet- begin January
 - PLC Co Chair welcome email -inviting to get involved with PLC -June
 - Orientation presence for 4 days -June
 - Stop by on Move In day with tissues
- Strategy for Parent Philanthropy:
 - Establish relationships with Campus Partners
 - Understand Admissions timeline
 - Create a Parent Information Form and collaborate with Student Life
 - Wealth Screening, Research and Ratings
 - Assign prospects

How To Get To The Ask:

Discovery

Connect

Cultivate

Educate

Engage

Ask

Parent Giving

- How does parent giving work at BC and Fairfield?
- Views parents as a part of a larger campaign
 - Pure versus alumni parents
 - BC Parents gave over \$800,000M during BC's \$1.6B “Light the World” Campaign

BC's Top Priority Areas

- Financial Aid
- Academics
- Student Life (Athletics)



*BC's “Wellnests”
thanks to a gift
from generous
parents*

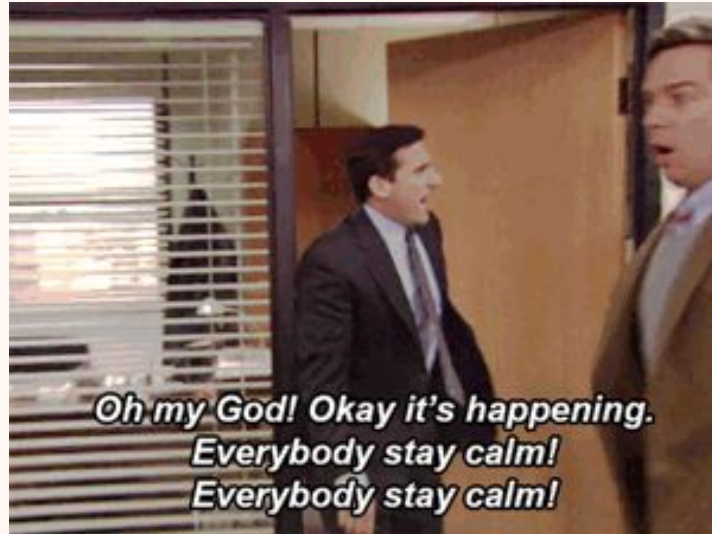
Fairfield's Top Priority Areas

- Parents Fund
- Major Gifts to support Dean's Initiatives
- Focus on pure parents (DOD's assigned to alum parents)
- Fairfield parents gave over \$5,000,000 in FY25 to support the student experience



*Engineering students with their
Baja Buggy vehicle*

When your parent wants to give an even bigger gift....



BC Parent Facing Resources



PLC MEMBERSHIP

All members of the PLC make a significant commitment to Boston College and are members of the 1863 Society's Casson Circle, which recognizes annual gifts of \$5,000 or more. Council members receive invitations to special events throughout the year featuring key BC leaders, including University President William P. Leahy, S.J., Provost David Quigley, and others.

The success of our annual parent fundraising and engagement efforts depends largely on peer-to-peer outreach. As donors and positive representatives of Boston College, PLC members play an essential role in encouraging Boston College parents to make BC a priority in their lives.

PARENT PARTNERS

Parent Partners have distinguished themselves as leading members of the PLC who support the University with annual gifts of \$50,000 or more.

Parent Partners receive priority invitations to events, both on-campus and off-campus, that offer an inside perspective on Boston College. Notably, the Parent Partner Retreat, held in the spring semester, provides an exclusive opportunity for a small group of parent leaders to participate in an on-campus experience hosted in the spirit of BC's distinctive approach to formative education. The retreat offers an opportunity for Parent Partners to engage with top faculty and University leadership, reflect upon the University's strengths and opportunities, and connect with fellow parents who champion Boston College.

BOSTON COLLEGE

SOARING HIGHER
The Campaign for Boston College

| BENEFITS | All BC Parents | PLC Members | Parent Partners |
|--|----------------|-------------|-----------------|
| Parent Newsletter | ✓ | ✓ | ✓ |
| Family Weekend Athletics Discount | ✓ | ✓ | ✓ |
| BC Alumni Association Membership | ✓ | ✓ | ✓ |
| Exclusive parent communications, including the Annual Parent Impact Report | | ✓ | ✓ |
| Virtual conversations with University leadership and fellow PLC members | | ✓ | ✓ |
| In-person PLC Meeting & Tailgate during Family Weekend | | ✓ | ✓ |
| Opportunities to host and attend regional gatherings | | ✓ | ✓ |
| Join the PLC LinkedIn Group | | ✓ | ✓ |
| Join Eagle Exchange—BC's exclusive online networking and mentorship platform | | ✓ | ✓ |
| 1863 Society benefits for Casson Circle | | ✓ | ✓ |
| 1863 Society benefits for Mozer Circle | | | ✓ |
| Invitations to BC sporting events and private, immersive on-campus experiences, including the Parent Partner Retreat | | | ✓ |

LEADERSHIP

The PLC co-chairs serve as Boston College's lead ambassadors to its national and global parent community to encourage philanthropic engagement with the University.

Current co-chairs Veronica and Wayne Bloom, P'23, '24, '27, of Weston, Massachusetts, are parents to four children, including three Eagles, Aidan '23, Callahan '24, and Molly, MS '27. The Blooms have been members of the PLC since 2018 and started their role as co-chairs in June 2023.

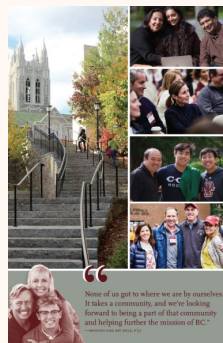
The Parents Leadership Council Executive Committee includes a small group of parent leaders from across the country who build relationships within our parent community and raise awareness for BC's philanthropic priorities.



PLC Co-chairs Veronica and Wayne Bloom, P'23, '24, '27

BOSTON COLLEGE

SOARING HIGHER
The Campaign for Boston College



"None of us got to where we are by ourselves. It takes a community, and we're looking forward to being a part of that community and helping further the mission of BC."

Dear fellow Eagle parents,

Boston College believes that parents play a vital role in their children's lives. We want to make sure you are as informed as possible about the University and the opportunities it offers. We want to make sure you are as engaged as possible in the life of your child and the life of the University.

Over the past six years, we've increased our focus on all things BC—creating a more vibrant and inclusive campus. We've expanded our reach to all parents and members of the BC family and staff.

In addition to becoming a more vibrant and inclusive campus, we've also expanded our reach to all parents and members of the BC family and staff. We've expanded our reach to all parents and members of the BC family and staff.

There's no doubt that you, as a parent, are one of the most important people in your child's life. We want to make sure you are as informed as possible about the University and the opportunities it offers.

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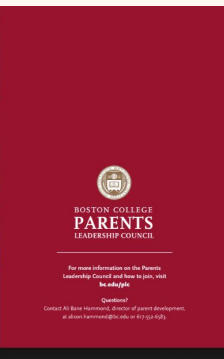
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Connected

The PLC gives parents an opportunity to hear from BC's senior leaders, including the University President.

We invite parents to attend the PLC Annual Meeting and Tailgate during Family Weekend, where members gather for a virtual about Boston College and connect with fellow council members.

We host about a wide range of leadership programs, including academic conferences, financial aid, athletics, and student leadership.

We are an ambassador to BC, keeping interested parties with similar families and demonstrating what it means to be a parent for others.

We host and create parent resources to enhance our services.

We participate in other virtual and in-person parent events throughout the year.

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Engaged

Participation in the PLC is an invaluable way to stay informed and contribute to the future of Boston College and its students. Members may do so in many ways:

- **Parent Impact Report**—Detailed account of parent leadership and philanthropy and its impact
- **Virtual meetings**—Interactive discussions with the president, deans, and other University leaders on issues directly impacting student experiences
- **Events**—Exclusive access to campus experiences across the country and on campus, such as parent socials and athletic events

Invited

Through their philanthropic commitment and advocacy, PLC members make a profound, measurable, and meaningful impact at BC.

By supporting the University with an annual leadership gift of \$5,000 or more to join a selected group of parents who work directly with BC leaders to shape its students, campus, and future.

By becoming a member of the 1863 Society or either the Casson or Mozer level, which unlocks additional opportunities to connect with fellow members of the BC community who have prioritized the University in their philanthropy.

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View the Parent Impact Report.
View the PLC Website.

BC Sample Outreach Email to Parents

Dear Parent 1 and Parent 2,

Warm greetings from the Heights! I am thrilled to welcome you to the Boston College family as Student name enters the class of 2029.

I am a member of BC's University Advancement team. In my role, I have the privilege of partnering with dedicated alumni and parent leaders across the country to support their relationship with BC. I would welcome the opportunity to connect with you over coffee or via Zoom to learn more about your family and share some helpful information, including ways you might consider becoming engaged in our vibrant BC parent community.

Would you be open to a conversation next week or the following? If so, please let me know some times that work best for your schedules.

I look forward to hearing from you soon, Parent 1 and Parent 2!

Welcome to the BC family,
Kelly

Fairfield Parent Facing Resources



PARENTS
MAKE THE
DIFFERENCE

YOUR INVOLVEMENT & SUPPORT MAKES THE DIFFERENCE

PARENT AMBASSADOR PROGRAM

Looking for ways to get involved at Fairfield?
Parent Ambassadors represent Fairfield and our parent community in meaningful ways both on and off campus, enriching the overall student experience and supporting the work of the University.

These volunteer opportunities include:

- **Hosting events** for incoming students, fellow parents, and alumni.
- **Offering career-related opportunities** for students through internships, mentoring, the Job Shadow program, and more.
- **Attending regional chapter events**, including career networking, spiritual enrichment, and social receptions.

Assisting with welcome calls to the incoming class.

Contacting fellow parents via social media, phone, text, or email to join you in making a gift during the Parent & Family Challenge (fall) and on STAGiving Day (spring).

For more information, contact us at parents@fairfield.edu.



"Being part of the Parents Leadership Council allows us to feel deeply connected to Fairfield University's vibrant community and to our own incredible journey. After 10 years as a parent, it's a privilege to share our experiences and insights with the university's leadership and to contribute to its ongoing development. We are grateful for the opportunity to share in our own experiences."

— Regina and Michael Testa P'27
Parents Leadership Council

Dear Fellow Fairfield Parents and Guardians,

As co-chairs of the Parents Leadership Council and members of two Stags, Frank IV '02 '25 and William '22, we are honored to be members of the parent community at Fairfield University. We knew we were in a special place the moment our family first stepped onto campus; we witnessed the University's commitment to each student's personal formation, professional preparation, and academic innovation. Now, Fairfield continues to strengthen that feeling and surpass our expectations.

We feel confident both in the choice our students made and in the vision of President Mark R. Nemeo, PhD, and at campus leaders. The beautiful campus, rigorous academic experiences, spiritual development opportunities, and the vicinity of each community member we meet continually confirm that our family has found a place to belong.

As families, we choose Fairfield because we understand the value of higher education steeped in Jesuit traditions. While our children experience all Fairfield has to offer each day, we as parents also benefit from opportunities within the campus community. We encourage you to experience our competitive Stags in the Lee D. Maloney Arena. As basketball season ticket holders, we witnessed the incredible year our teams had and were right in the middle of the excitement and scholarship. Please consider getting connected by attending events and games on and off campus, volunteering through the Parent Ambassador program, joining us on the Parents Leadership Council, or making a philanthropic contribution to support the experiences of students like yours and ours.

Thank you for being a part of the Fairfield family, and go Stag!

Frank and Melissa Nigro, P'27'25
Co-Chairs, Parents Leadership Council

THE PARENTS FUND

Parent giving is essential to the enrichment of our Fairfield community. Your support ensures rigorous and comprehensive academic programs, student life activities, financial aid, health and wellness services, and much more – all rooted in Jesuit values. Philanthropy at Fairfield expands opportunities, while enhancing the University's national profile. Although your philanthropy is needed at any round, please consider supporting the Parents Fund during the following initiatives:

Parent & Family Challenge (Fall 2024) – A multi-day challenge for parents and families to support campus needs by reaching donor goals and unlocking additional funding.

STAGiving Day (Spring 2025) – One day when the Stag community joins us on Fairfield to support important needs across campus such as student scholarships, innovative research, and athletics.

Senior Tribute Gift – Parents of seniors have special opportunities to honor their soon-to-be graduates.

- **Honor Your Graduate Gift** – A Fairfield tradition of supporting the Parents Fund while recognizing your student's achievements.
- **Capstone Scholarship Gift** – A leadership gift that supports scholarships for future generations of Stags.

GIVING SOCIETIES

The University's giving societies consist of community members who share similar philanthropic values, interests, or affinities. The following giving societies are available to parents:

- **Parents Leadership Council** – A network committed to supporting and enhancing the University, student life, and academic endeavors by raising funds for the Parents Fund, scholarships, athletics, and more. Members enjoy exclusive signature benefits, including meetings with senior leadership and mission-driven events. Gifts at the Parents Leadership Council level begin at \$5,000 annually and at \$25,000 for the Executive level.
- **The President's Circle** – Parents qualify for membership in The President's Circle by making a gift of \$10,000 or more each fiscal year. Members include alumni, faculty and staff, parents, students, and friends who are all dedicated to raising support for University needs.



STAG COUNTRY STATS

Fairfield is embarking on a transformational era like no other, and parents like you are making it much possible.



IMPORTANT DATES

| | |
|--------------------------------------|--|
| 2024 Home Weekend | Class of '28 / Friday, August 30 Class of '27 / Sunday, September 1 Class of '26 & '25 / Monday, September 2 |
| Alumni and Family Weekend | 2024 / October 18-20 2025 / October 24-26 2026 / October 23-25 |
| Senior Fair | 2024 / Wednesday, September 25 |
| Fairfield Awards Dinner | 2025 / Wednesday, April 2 |
| Fairfield StartUp | 2025 / April |
| Innovative Research Symposium | 2025 / October 18 |
| Commencement | 2025 / Sunday, May 18 |
| ACADEMIC CALENDAR | fairfield.edu/academiccalendar |

OFFICE OF PARENT ENGAGEMENT & PHILANTHROPY

The Office of Parent Engagement & Philanthropy is here to help our parent and family community to connect, stay informed, and get involved. We look forward to meeting you!

Ellen Dooley '85, MBA, P'27'23
Director
Jenna McNamara '23
Associate Director
Lindsey Hanley '15, MBA'22
Assistant Director



STAY CONNECTED

Scan these QR codes and follow these accounts to access essential resources that help parents make the most of their and their students' Fairfield experience.



[@fairfield](https://www.instagram.com/fairfield)
[FairfieldUniversity](https://www.facebook.com/fairfield)
[/youtube](https://www.youtube.com/fairfield)
[school/fairfield-university](https://www.linkedin.com/school/fairfield-university)

View the PLC Website.

Honor Your Graduate

As you and your student look ahead to Commencement, you may also reflect together on the people, professors, and programs that made their Fairfield experience unique. The Honor Your Graduate Gift campaign recognizes the tremendous impact Fairfield has had and will continue to have on your student. Consider recognizing your student's hard work and dedication at Fairfield by choosing to make a Capstone Scholarship gift.



What is a Capstone Scholarship Gift?

As a Jesuit University, scholarship support is critical to our mission as we seek to help those in need. By celebrating your student's achievements by making a Capstone Scholarship Gift of \$10,000 or more, you will extend the opportunity for a life-changing education to future Stags.



REBECCA '24 MAJOR: NURSING

"Throughout my time at Fairfield, I have learned valuable lessons both inside and outside the classroom. Fairfield's passionate professors make me enthusiastic about learning and trying new things. Everyone at Fairfield is so special and I am honored to be a member of this community. Your generosity is a tremendous help to my family and me and motivates me to continue to work diligently towards my goals."

Honor Your Graduate



Capstone Scholarship Gift

Financial aid is continually the most urgent need among our students. Each day, Fairfield receives requests from families in need. Your gift to the Parents Fund for Financial Aid of \$10,000 or more will provide critical funds for students and families without delay.



The Impact of Your Gift

PARENTS FUND FOR FINANCIAL AID

Financial aid is continually the most urgent need among our students. Each day, Fairfield receives requests from families in need. Your gift to the Parents Fund for Financial Aid of \$10,000 or more will provide critical funds for students and families without delay.

CURRENT USE SCHOLARSHIP

This scholarship allows for immediate awarding of aid to students in need. Beginning at \$10,000, made in full or through a multi-year pledge, this scholarship can be named in consultation with Advancement Office and is awarded in full to deserving students at the academic year following completion of the support.

NAMED SCHOLARSHIP

The creation of a named scholarship establishes a permanent family fund invested to produce sustainable revenue. Each year, this income provides a scholarship award and grows its corpus to create long-term benefit for students. Named scholarships are funded with a minimum gift of \$100,000 given in full or through a multi-year pledge. You may also choose awarding preferences in consultation with Advancement Office.

Honor Your Graduate



Capstone Scholarship Gift

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How do I make a Capstone Gift?

Give online at Fairfield.edu/parentgive

You can also give by:

- Check
- Multi-year pledge
- Appreciated securities
- Donor advised fund
- Personal Foundation

Contact the Office of Parent Engagement & Philanthropy at (203) 255-3401 ext. 5276 or parents@fairfield.edu to discuss your plan of support.

Thank you!

Questions or comments?



Kelly Lepley, Associate Director of Parent Development
lepleyk@bc.edu



Ellen Dooley, Director of Parent Engagement and Philanthropy
edooley@fairfield.edu