Bates Parents Fund (BPFC)
Committee Manual

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Welcome to the Bates Parents Fund Committee!

The Bates Parents Fund Committee (BPFC) is a group of Bates parents dedicated to maintaining the opportunities and prestige of Bates College by raising vital unrestricted dollars. Thank you for joining the team!

What is the Bates Parents Fund?

The Bates Parents Fund is a key part of the overall “Bates Fund” annual fundraising campaign providing a reliable source of unrestricted income that Bates can immediately cycle 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.

This fiscal year (FY13) runs from July 1, 2012 to June 30, 2013. FY13 Parents Fund goals are $1,650,000 (including $242,500 in gifts to Friends of Bates Athletics, FBA) and 40% participation.

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.
The Parents Fund Committee and College Advancement

Each year about 30 families donate their time to serve on the Bates Parents Fund Committee (BPFC). Each volunteer makes approximately 10 calls to other Bates families, with Committee Co-chairs and Class Co-chairs making more calls. The BPFC holds monthly conference calls, alternating progress updates/strategy sessions with calls featuring special guest speakers from Bates leadership.

The BPFC is headed by parent co-chairs, who work closely with the BPFC and the Director of Parent Giving to implement each year’s parent giving strategy. BPFC Co-chairs are members of the Bates Fund Executive Committee (BFEC). BFEC consists of volunteer alumni and parent leaders who work closely with the Bates Annual Giving team throughout the year to achieve Bates and Parents Fund goals.

Your Role on the Bates Parents Fund Committee

Job Descriptions

For Everyone

• Make a leadership gift to Bates. Committee members are asked to make Bates a philanthropic priority with an unrestricted leadership gift or pledge ($1855 or more) to the Parents Fund by October 31, 2012.

• Ask fellow parents to give to Bates. Contact fellow families assigned to you to request gifts for Bates. You will receive your call assignments via a secure online system (Online Tool), accessible through Bates’ Garnet Gateway. The profiles show biographical information and the giving histories for each family. You will have a Userid and PIN to access the Garnet Gateway. If you lose or forget your login information, you will need to follow the online instructions for resetting your login information. The Online Tool allows you to view in real time the gifts that come in from parents you called.

• Dial in to Parents Fund Committee conference calls and attend events.

• Thank people for their gifts. Every gift deserves a personal thank you. Your thanks solidifies the relationship between that donor and Bates.

• Keep in touch. Let us hear from you! What are you hearing from parents? Communicate with the Co-chairs and the Parents Fund staff to let us know what you and other parents are thinking. We welcome feedback concerning the college’s fundraising efforts and all other aspects of Bates.

• Cultivate your Bates student. Ensure your Bates student understands the importance of alumni philanthropy and engagement to the future success of the college.

• Build the team. Help the PF staff to identify, recruit, and solicit new Parents Fund Committee members.

• Confidentially speaking! The information in parent profile reports is confidential. The sole purpose of this information is to help you with your work for Bates. Please hold this information in confidence. Do not leave it where someone else can see it, do not discuss it with others, and do not use it for non-Parents Fund purposes. Shred any call sheets, delete them, or return them to the Parents Fund office when you finish your work.
• **Have fun!** Take time to enjoy talking to fellow parents about their children and their Bates experience. They are interesting people who have a lot in common with you – your children go (or went) to the same superb institution!

**Mayday! Mayday!** If for some reason you cannot fulfill your Parents Fund duties, we understand! Sometimes careers and personal lives take unexpected turns. If this happens to you, let us know as soon as you realize that you have to re-juggle your priorities. The families assigned to you can be given to someone else.

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**For Senior Class and Parents of Alumni Class Co-chairs:**

In addition to the above:

• **Communicate with your committee members on a regular basis.** This includes soliciting committee members for their gifts in October and checking in on solicitation progress.

• **Approve and sign gift appeal letters.**

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**For Co-chairs of the Parents Fund:**

In addition to Committee member responsibilities:

• **Communicate with the Senior Class and Parents of Alumni Class Co-chairs on a regular basis.** This includes soliciting Class co-chairs for their gifts in October and checking in with Class Co-chairs on solicitation progress of each class.

• **Communicate with the full committee as needed.**

• **Attend Bates Fund Executive Meetings (BFEC) and quarterly BFEC conference calls.**

• **Help lead Parents Fund Committee conference calls and attend events.** Director of Parent Giving will provide agendas and talking points for conference calls.

• **Attend Parents Weekend receptions and regional MDS events.** Mingle with other parents and share your enthusiasm for Bates and the BPFC.

• **Approve and sign gift appeal letters and thank you letters to Mount David Society donors.**

• **Assist the Director of the Parents Fund with related matters as appropriate.**

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**For Director of Parent Giving:**

• **Provide advice, support and training, including a training manual.**

• **Provide additional guidance and remain accessible by telephone and email to answer questions and respond to requests.**

• **Provide, by the 5th of each month, a suite of reports to the Parents Fund Co-chairs,** including “dashboard report,” gift table, and status report on Committee Members’ progress.
• **Lead a monthly conference call for all Parents Fund volunteers.** This is a forum for discussing progress and sharing ideas, successful action steps and concerns.

• **Serve as a sounding board for suggestions to improve the Parents Fund program at Bates and report volunteer feedback to the appropriate college department.** And pass along to the appropriate college department any feedback Fund volunteers have received from parents during their contacts.
### FALL SEMESTER

<table>
<thead>
<tr>
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<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>5: Classes begin</td>
<td><strong>October 5-7</strong>: Parents and Family Weekend</td>
<td>4-13: Deadline for first contact with first round of solicitation assignments</td>
<td>1: Winter Tuition Bill due</td>
</tr>
<tr>
<td><strong>10</strong>: Pre-solicitation piece+Arts Calendar to P’16s</td>
<td>5: Volunteer Luncheon Workshop</td>
<td>10: Winter Tuition bills emailed (due by 12/1)</td>
<td>9-14: E-mail solicitation for end of year giving</td>
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<tr>
<td></td>
<td>9: Parents Fund Conference Call 11:30AM</td>
<td>15: Parents Fund Conference Call 11:30AM</td>
<td>11: Parents Fund Conference Call 4:30PM</td>
</tr>
<tr>
<td></td>
<td>30: Direct Mail Piece #1</td>
<td>30: Deadline for follow up contact with outstanding assignments</td>
<td>16: Deadline for final fall contact with outstanding solicitation assignments encouraging end of calendar year giving</td>
</tr>
<tr>
<td></td>
<td>20: Chairs and Class Co-Chairs make gift or pledge by this date</td>
<td>20: Chairs and Class Co-Chairs make gift or pledge by this date</td>
<td></td>
</tr>
<tr>
<td></td>
<td>26: Committee members make gift or pledge by this date</td>
<td>26: Committee members make gift or pledge by this date</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>21-30</strong>: First round of solicitation assignments sent to committee members</td>
<td><strong>21-30</strong>: First round of solicitation assignments sent to committee members</td>
<td></td>
</tr>
</tbody>
</table>

### WINTER SEMESTER

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>7: Classes begin</td>
<td><strong>12</strong>: Parents Fund Conference Call 11:30AM</td>
<td>14: Parents Fund Conference Call 11:30AM</td>
<td>5: Classes end</td>
</tr>
<tr>
<td><strong>10</strong>: Parents Fund Conference Call 4:30</td>
<td>14: Direct Mail #3</td>
<td>29: Mount David Summit Luncheon</td>
<td>9: Parents Fund Conference Call 4:30PM</td>
</tr>
<tr>
<td></td>
<td>16-24: Winter recess</td>
<td>31: Deadline for follow up contact with outstanding spring solicitation assignments</td>
<td>10-24: Direct Mail Piece #4</td>
</tr>
<tr>
<td></td>
<td>28: Deadline for first contact with Round 2 solicitation assignments</td>
<td></td>
<td>22: Classes begin, Short term</td>
</tr>
</tbody>
</table>
**SHORT TERM/END OF FISCAL YEAR/SUMMER**

<table>
<thead>
<tr>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
</table>
| Note: ‘13-’14 Tuition notification goes out this month | - 11: Parents Fund Conference Call 11:30AM  
- 7: Parents Fund Weekly Update #1  
- 12: Parents Fund Conference Call 4:30 PM  
- 14: Parents Fund Weekly Update #2  
- 21: Parents Fund Weekly Update #3  
- 28: Nevergiver email sol  
- 28: Parents Fund Weekly Update #4  
- 30: PF Lybunt and Sybunt sol  
- 30: Parents Fund dollar and participation goals exceeded! Gifts must be postmarked or received by June 30 | - 6: Parents Fund Weekly Update #5 (prior to official close of books)  
- **16-30:** Parents Fund final numbers for FY13 sent to Committee  
- 17: Renew your membership with the Parents Fund Committee for FY14 | Continue to re-enlist committee members! |
Opportunities for Leadership Donors
Donors can qualify for the below through both one-time gifts or aggregate gifts during the course of the fiscal year.

$1855 and up: The Mount David Society (MDS)
The Mount David Society is Bates’ leadership giving society. The minimum gift level of $1,855 refers to the year of the college’s founding. It references Mount David – the highest point on campus – and shares a spirit of leadership and excellence with the annual Mount David Summit, Bates’ annual celebration of student academic achievement

$5,000 and up: 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.

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, student diversity, and current building projects. If one of the parents you contact shows interest in supporting one of these special fundraising priorities, please contact Erin Nelson, Director of Parent Giving, at enelson2@bates.edu or 207-755-5975.

Friends of Bates Athletics and the Parents Fund
Athletics are an important part of the Bates experience; over half the students participate in varsity or club sports. Friends of Bates Athletics includes alumni, parents, grandparents, and friends who have an interest in athletics at Bates. Through financial contributions, the FBA program strengthens the budgets of varsity and club teams, helping those teams to become as competitive as possible. Beginning in FY12, current-use gifts designated to the general FBA Fund, or to a specific sport, are included in annual Parents Fund dollar and donor totals. But because unrestricted dollars are critical to the Bates experience of every student, we are asking these parents to contribute an additional gift to the unrestricted portion of the Parents Fund.
Things to Know About the Parents Fund

- Tuition, room, board, and student fees cover roughly eighty percent of the college’s actual expenditures per student. This is news to most parents, who often assume that if they are paying “full freight” they are covering the entire cost of their children’s education.

- Cash, checks, credit cards, securities and stocks are all welcome.

- Matching gifts are welcomed. They credit parent fund totals and are counted towards membership in the Mount David Society, Bates’ leadership giving society.

- Parents may make gifts to the Parents Fund in honor of their Bates children or a member of the staff or faculty. Those who have had gifts made in their honor are notified of this recognition.

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 www.bates.edu/give.** This is a secure web site through which parents may donate using their credit card. 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. Visit [http://www.bates.edu/advancement/ways-to-give/monthly-giving-program/](http://www.bates.edu/advancement/ways-to-give/monthly-giving-program/) for information on how to sign up.

- **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 http://www.bates.edu/planned-giving/ or contact the Office of Gift Planning at 1-800-762-3145 or giftplanning@bates.edu.

Making Your Calls – the Basics

• SMILE when you are on the phone.

• Introduce yourself and let your fellow parent know that you are calling on behalf of Bates.

• Ask if it is a good time to talk. If it is not, ask when it would be convenient time for you to speak for five or ten minutes. Make an appointment to call back.

• Thank them if they have given to the Fund in the past.

• Make it a conversation about Bates. Use the name(s) of your child(ren) and the name(s) of the prospect’s child(ren). There are many things to speak about: dorm life, activities, courses, family weekends and Bates Business Networks, which include both alumni and parents. Listen to their thoughts and experiences.

• Share your own reasons for supporting the college and serving on the BPFC.

• Ask for a gift, this is the reason you have contacted the family, be sure you ask them to consider joining you in support of Bates.

• Suggest the amount listed in the Online Tool.

• Let families know about the Mount David Society. Invite those who gave $1000-$1500 last year to become MDS members with gifts of $1855 or more. Members receive summaries of Trustee meetings and invitations to MDS dinners in major cities, as well as invites to special receptions on campus.

• Remember, we welcome all gifts -- all benefit Batesies and all count equally towards our participation goal.

• Once you have asked for a specific gift, be patient and allow the parent to respond to your request before jumping in. If someone says he or she has already given, thank the individual, but don’t hang up yet. Ask if they made the gift recently. Have they given a restricted gift (i.e. FBA, museum, music)? If so, thank them on behalf of the college. Ask if it might be possible for them to make an unrestricted gift as well.

THE ANSWER—YES!

If the answer is yes, ask the individual how he or she would like to make the Parents Fund gift. If by check, give them this address: 2 Andrews Rd., Lewiston, ME 04240.
Encourage credit card giving online at www.bates.edu/give

For gifts of stocks or securities please call the Parents Fund office; we will contact them directly.

If you can’t get a check, get a commitment. Sometimes families cannot make a gift now, but anticipate being able to give later. If they will specify an amount for the gift, they will not receive further solicitation calls or
letters from the college. If they specify an amount, please make a note of that in the Garnet Gateway. If they are noncommittal about an amount, but say they will make a gift, please mark it as an "unspecified pledge."

**Thank them!** Right then and later with a note.

**THE ANSWER—MAYBE**

“Maybe” is the most common of all responses. “I have to check with my wife/husband” is the number one response. Try to determine if the parent is serious about making a gift or if this is his/her polite way of saying no. Usually you can find out just how serious the prospective donor is by responding:

Thank you for considering my request. I will call you the day after tomorrow once you have had a chance to talk to your spouse. Would you like me to call you at home or at work?

A fellow parent may express surprise at the size of the request. Your response might be:

*I understand that this gift request is larger than anything you may have previously considered. I had a similar reaction, but I reconsidered after thinking about the important role Bates plays in my child’s life.*

**THE ANSWER—NO**

Send them a personal note letting them know that you hope they will still consider giving. Tell them why it’s important to you. Please enter “Refused to pledge” in the Online Tool.

In the event you reach disgruntled parents, do not argue or pretend to agree with complaints they may have, but show them respect by treating the concern seriously. Let them know that you will either get answers for them or will have someone else respond. Then contact our office; we will follow up with them.

**No matter what the outcome, write a thank you note!**

**OVERCOMING OBJECTIONS**

- **“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 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.”

- **“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 additional solicitations is to pledge early in the giving year.”

- **“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.”
"I have already given."
"Have you given since July 1, 2012? The Bates fiscal year runs from July 1 to June 30 and tonight [today] I’m calling on behalf of the 2012-2013 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."


Appendix

**PHONE/EMAIL SOLICITATION: FLOWCHARTS AND SCRIPTS**
The following flowcharts provide an overview of the suggested protocol for contacting prospects. They are followed by 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 in your call or email.
Send email with introduction and PF info. Make commitment re: follow-up by phone within a few days.

Receive response?

Yes

No

Follow up with phone call (using Phone protocol)

Receive pledge?

Yes

No

Update Online Tool

Complete

Write thank you note, enclose buckslip and return envelope.

Update Online Tool

Complete
Send handwritten note with PF info, contact info and commitment to follow-up by phone.

Receive response?

Yes

Receive pledge?

Yes

Write thank you note, enclose buckslip and return envelope.

No

Follow-up with phone call (using Phone protocol).

Update Online Tool

Complete

Update Online Tool

Complete
SCRIPTS
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 $1.4 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.

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 you won’t be able to support Bates with a leadership gift this year, but I do hope 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.”

Leaving Messages:
If you have been unsuccessful in your attempts to reach your prospect, 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 below.
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 $1.4 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 www.bates.edu/give and make your secure gift online. Thank you in advance for your support.

Sincerely,
[your name]
**Please note that the total for FY12 does NOT include gifts to FBA. The FY12 total for the Parents Fund including FBA gifts was: $1,633,005.
FY13 BPF Monthly Dollar Projections

FY13 Bates Parents Fund Revenue Projections

BOLD BLACK=Actual numbers
NON-BOLD=Projected numbers

FY13 BPF Monthly Donor Projections

FY13 Bates Parents Fund Donor Projections

BOLD BLACK=Actual numbers
NON-BOLD=Projected numbers
### FY13 Parents Fund Table of Gifts

#### Projected: FY13

<table>
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<th>Donors</th>
<th>Dollars</th>
<th>Donors</th>
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#### Prior Year Gifts

**TOTAL** 1,848 $1,650,000 4483

### Parents Fund Peer Comparison

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<th>College</th>
<th>Revenue</th>
<th>Participation</th>
</tr>
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<tbody>
<tr>
<td>Amherst</td>
<td>$675,830</td>
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<tr>
<td>Bates</td>
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<td>$2,187,935</td>
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<td>$647,000</td>
<td>39.0%</td>
</tr>
<tr>
<td>Kenyon</td>
<td>$1,198,622</td>
<td>55.0%</td>
</tr>
</tbody>
</table>

*2011-2012 Parents Fund Peer Comparison*
FUNDRAISING TERMINOLOGY
The following pages describe common terms used in fundraising and with the Bates Parents Fund.

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.

Bates Fund versus Bates Parents Fund
The Bates Parents Fund is an important portion (on average, nearly 25%) of the overall Bates Fund, the college’s annual fund. Donations designated to the Bates Parents Fund count in the overall Bates Fund dollar totals reported throughout the fiscal year.

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) or over the toll-free giving line (888-532-8371).

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.

‘First contact’ with donor
Making ‘first contact’ with an assigned prospect means you have attempted (although not necessarily successfully) to reach by phone, email or letter.

Fiscal Year
The college's fiscal year runs from July 1 to June 30.

Friends of Bates Athletics (FBA)
Through financial contributions, the FBA strengthens the budgets of the athletic teams, helping those teams to become as competitive as possible.

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).

Mount David Society
This is the leadership giving society for the Bates Parents Fund (with a minimum gift of $1855). 1855 was the year Bates College was founded. For more information, visit 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. 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 represent 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 new challenges and opportunities.