

## Managing Your Portfolio for Greater Fundraising Success |

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### Questions

**Q: Do you find that you use a different strategy for current parents vs. other prospects? I work specifically with all current parents and would love to hear how your strategy differs.**

Ans: Absolutely! Parents have a unique investment in the University, they have “given” us their student, which is a gift of high value. So acknowledging that as well as seeking their support of our programs is essential. In addition, I use the mantra of giving being a relationship, not a transaction; so when we discuss their support, that’s a way to bypass the “I’m paying tuition” phrase that some use. I usually engage first by welcoming them, tying my approach to our mission at Chapman “a personalized education.” Then sharing the various needs/opportunities for them to engage with and support. Also, I offer to be one of their key resources at the University. They can call me for anything. If I don’t have the answer, I will make a direct connection/introduction for them with someone who can. So this is definitely unique to parents and different from other friends/individuals. Once they are engaged with a program, school/college or funding need, engagement can be similar, with added elements such as graduation, senior legacy, etc. I hope that helps!