



# Unlock Parent Giving with Strategic Parent Engagement

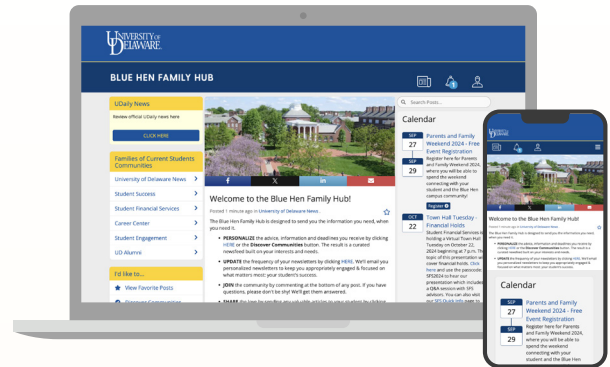
How four institutions grew parent donor participation and fundraising dollars

CASE STUDY

## Parents want to support student experiences.

With declining enrollment and growing financial aid needs, philanthropic support for colleges and universities is more impactful than ever. Yet many institutions lean on alumni and traditional constituents, rather than the folks with the highest stake in an institution's success – the parents of current students.

**CampusESP is a modern, all-in-one family engagement platform that helps institutions build meaningful connections and share personalized content across email, text message, and a portal experience.**



CampusESP helps more than 450 colleges and universities engage more than 10 million parents. This case study evaluates fundraising results from 4 institutions and 124,720 parent users in CampusESP for fiscal year 2024. The results show on average:

**Make a quick impact on donor participation.**

**50%**

jump in donor participation in year 1 of using CampusESP

**Continue cultivating donors to raise more.**

**35%**

annual increase in giving 3+ years after launching CampusESP

**See the return on your investment.**

**20x**

return on the investment in CampusESP across the board

*“We want to foster a robust culture of philanthropy that engages families at the onset of their student's journey. CampusESP helps us connect with families, personalize philanthropy, build long-term relationships, and utilize the data for more impactful conversations.”*

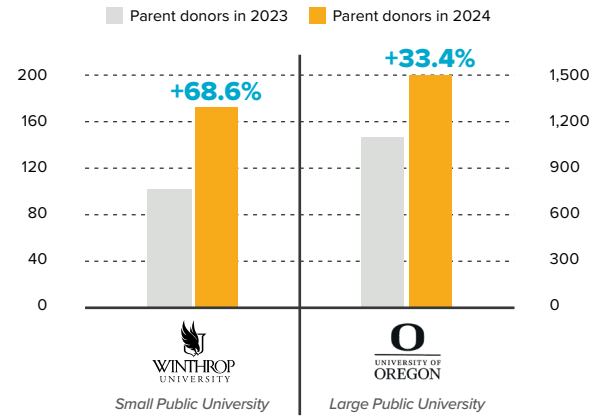
— Amy Swank, Senior Director of Parent & Family Engagement & Philanthropy, University of Oregon



## Make a quick impact on donor participation.

Institutions see an average **50% jump in donor participation in year 1 of using CampusESP for Parent Giving.**

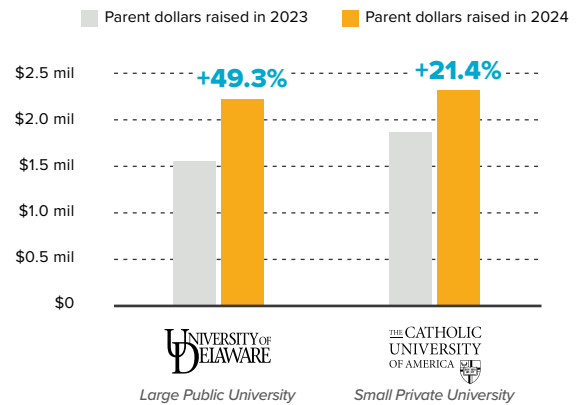
Winthrop University and University of Oregon added on CampusESP for Parent Giving in 2023. As these institutions ramp up parent engagement, their **parents develop a deeper connection to the university and a stronger likelihood to give.** CampusESP also helps these institutions learn more about family giving preferences, so when it comes time to make the ask, they can deliver more personalized and effective solicitations.



## Continue cultivating donors to raise more.

Institutions continue to see an average **35% annual increase in giving 3+ years after launching CampusESP for Parent Giving.**

Catholic University and University of Delaware launched CampusESP for Parent Giving in 2020. While they first sought to develop a donor pipeline, CampusESP now helps them *cultivate* their pipeline to grow giving. With a focus now on major gifts, **these institutions use CampusESP to identify major gift prospects, automate outreach to book meetings, and raise more.**



## See the return on your investment.

Across the board, institutions achieve an average **20x return on their CampusESP investment.**

Whether your institution has an established parent giving program or you are trying to get one off the ground, CampusESP's parent giving module pays off - literally.

CampusESP empowers institutions to develop a parent donor pipeline, cultivate parent donors and deliver personalized solicitations to grow giving. **With a 3-week implementation, 90% content curation by CampusESP, and a playbook of best practices, CampusESP helps you do more with less.**

### CampusESP for Parent Giving generated

UNIVERSITY OF DELAWARE	<b>36x</b> return on investment
UNIVERSITY OF OREGON	<b>14x</b> return on investment
THE CATHOLIC UNIVERSITY OF AMERICA	<b>25x</b> return on investment
WINTHROP UNIVERSITY	<b>3x</b> return on investment



Ready to leverage parent engagement to boost giving?

Learn more or request a personalized demo at [campusesp.com/parent-giving](https://campusesp.com/parent-giving)