Thank you for volunteering for Middlebury!

The Middlebury Parents’ Committee is one of the best, most effective parent volunteer groups in American higher education. Last year, our work together generated $3.7 million for the Parents’ Fund—a remarkable accomplishment. Middlebury has one of the highest rates of parent participation and per capita giving in the country.

There is another Middlebury tradition that speaks even more to how deeply engaged Middlebury parents feel, though it’s not often highlighted. Once their students graduate, parents of Middlebury alumni continue to give almost as much as those of us with students still at Midd, and they continue to give longer than at any other American college we know of. Our oldest active donor is a parent whose child graduated in 1968.

All this is the direct result of your work, generosity, and contagious enthusiasm. Your notes of welcome, your friendly calls to new families, and your encouragement to your assigned families to join you in giving generously—supported by the work of our colleagues in the Office of Advancement—make a huge difference. When other Middlebury parents hear from dedicated parents like you, they get excited about the impact their giving can have, and are able to develop a personal connection to this incredible place.

The result, of course, is a positive and immediate impact on every aspect of every student’s daily experience both inside and outside the classroom. What could be more gratifying? But, in addition, as a committee we have the opportunity to learn more about the College and higher education. Best of all, it is the fun of getting to know each other, the stories and wisdom we share with each other, and the bonds we form with Middlebury’s faculty and leadership that makes our service so truly rewarding.

Thank you so much for agreeing to be part of this special group. Let’s go out together to the Middlebury parent community and continue to build this College’s great reputation!

Helen and Neal Goins P’17, ’19

Parents’ Committee Co-Chairs
What Does the Parents’ Committee Do?

Each year committee members reach out to other parents to ask them to support Middlebury. Each member makes a personally significant gift and contacts roughly 10 other families to encourage them to make a gift.

COMMITTEE MEMBER RESPONSIBILITIES

- **Lead by example.** Support the Parents’ Fund by making an annual gift or pledge by the end of December. (Our fiscal year ends on June 30.) Committee members lead the way with gifts that reflect their capacities and raise the bar for others. We hope you will make a gift at one of the giving levels outlined on page 2.

- **Contact** the families assigned to you to request support for Middlebury. Start with a note in early fall to introduce yourself and the Parents’ Fund. Indicate that you will follow up later to ask for a gift.

- **Stay informed** about the College and try to participate in the annual Fall Family Weekend Parents’ Committee breakfast meeting and subsequent teleconferences. The more you know about Middlebury, the easier your job will be.

- **Thank people for their gifts.** Your handwritten note or email will be appreciated by the donor and encourages future philanthropy.

- **Keep in touch.** Let us hear from you! Communicate with the co-chairs and the Parent Giving staff to let us know what you and other parents are thinking. Your insights and observations are valuable.

- **Online Volunteer Tool.** Middlebury uses GiveCampus to make it easy for you to complete your assignments. Updated daily, this tool provides information on contacts, reports, templates for solicitations and thank yous, and much more. Associate Director of Parent Giving Dana Barrow can also provide reports on request.

- **Confidentiality is key.** The information we share with you is highly confidential, and we thank you for being discreet.

- **Be social.** You can build excitement around what’s happening at Middlebury and support the College’s fundraising efforts by raising Middlebury’s profile through social media. Share, comment, and like the College’s posts. Tag your Middlebury photos. It’s easy and a great way to help the College.

- **Mayday!** If for some reason you cannot fulfill your Parents’ Fund duties, we understand! Just let us know and we will reassign the families on your list.
A Tradition of Giving

Since Gamaliel Painter left a bequest of $13,000 and his cane to the College in 1819, philanthropy has played a critical role in Middlebury’s development. For many decades, gifts to the Annual and Parents’ Funds have been an important source of institutional momentum. Middlebury honors donors who are especially generous or consistent in their philanthropy through its giving societies.

LEADING BY EXAMPLE

THE 1800 SOCIETY is an exclusive annual membership group. It honors Middlebury’s most dedicated and generous parents, alumni, and friends. Each year, these individuals contribute more than 91 percent of the total dollars given to Middlebury, ensuring that our educational model remains vibrant, relevant, and empowering. When you give at this level, you demonstrate the power of leadership and set an example for others to follow.

- Presidential Circle—$100,000 and above
- Old Chapel Fellows—$50,000–$99,999
- College Luminaries—$10,000–$49,999
- Dean’s List—$2,500–$9,999

Members of the 1800 Society are dedicated to giving Middlebury students access to the fullest possible range of opportunities.

HONOR THE PAST/SHAPE THE FUTURE

THE CANE SOCIETY recognizes individuals who have established life-income gifts that benefit Middlebury—such as charitable gift annuities and charitable remainder trusts—or have included Middlebury in their estate plans.

Using the Societies to Encourage Giving

You will find that sharing 1800 Society recognition levels can raise sights and motivate some parents to make a larger gift than they might otherwise consider. Members of each giving society are acknowledged in Middlebury’s online donor honor roll at go.middlebury.edu/parentshonorroll.
The Parents’ Fund: Supporting the Middlebury Experience

Gifts to the Parents’ Fund support every aspect of the Middlebury experience, providing opportunities for learning and discovery to current students. These gifts also make the institution more nimble, providing President Laurie Patton and her leadership team with the ability to respond to opportunities as they arise. Parents’ Fund gifts are unrestricted and support current-year expenses, making an immediate difference in the lives of students and faculty.

**IMMEDIATE IMPACT**

Annual Parents’ Fund gifts are an important complement to our endowment, which is invested for the long term and provides a stable source of income for College programs. Because Parents’ Fund gifts can be spent in the year they are received, a gift of $5,000 to the fund has the same impact in any given year as a $100,000 gift to endowment. That’s because Middlebury may only spend about 5 percent of the value of its endowment—or $5,000 in the case of a $100,000 endowment—each year.

**FUNDING THE FUTURE**

Gifts to financial aid provide scholarships that allow Middlebury to enroll outstanding students based on their potential to excel, not on their financial circumstances. Supporting all of our students brings different voices to our classrooms, residence halls, playing fields, and dining halls. It makes Middlebury a place for unexpected questions, diverse perspectives, and deeper discussions, and it enables talented young people to prepare for productive careers and lives of meaning and purpose.

**YOUR GIFTS AT WORK**

Last year, parent and alumni support helped make the following possible:

- Provide financial aid to nearly half the student body, with an average grant of $48,429 for the Class of 2022.
- Enable 320 students to explore their interests through internships and get a jump-start on careers.
- Fund research fellowships for 94 students.
- Attract 31 new faculty members who make teaching and mentoring a priority.
- Support 642 student-athletes and 31 varsity teams. Last year, 318 athletes earned NESCAC All-Academic selection, one of the highest numbers among conference participants.
- Maintain Middlebury’s status as a carbon-neutral campus.
Steps to a Successful Solicitation

**FIRST STEP: PREPARE**
- Attend the annual Fall Family Weekend Parents’ Committee information meeting and pick up your packet or wait to receive your packet in the mail.
- Make your own gift or pledge first. Other parents are more likely to join you in giving if you lead by example.
- Review your parent assignments in GiveCampus, the online volunteer tool. Have they been consistent givers? Is this their first year as Middlebury parents? Learn as much as you can before you reach out.
- Stay informed. The more you know about the Parents’ Fund, various gift opportunities, and the College, the easier your job will be.

**SECOND STEP: REACH OUT**
- Make the contact. You may choose a phone call or an introductory letter or email, depending on the contact information that is available in GiveCampus. Be up-front. Be sure they know you are a fellow parent working as a volunteer for Middlebury.
- Find common ground. What do your assignments appreciate the most about their students’ Middlebury experiences? What are their impressions of Middlebury?
- Inform them of the Parents’ Fund goal—$3.5 million—and educate them on why all gifts matter.
- Be specific. The College will provide you with a suggested ask amount for each individual based on previous giving history or capacity. You may want to use language such as “Would you be willing to join me in making a gift of $____?” or, “Can I count on your help? Would you consider a gift of $____?”

**THIRD STEP: FOLLOW UP**
- Listen. Parents often love having another parent to talk to. You may not receive a gift right away, but you can share your experiences, and your conversation may result in a gift down the line.
- Ask for help. You can always refer someone to a Parent Giving staff member if you don’t know the answer to a question.
- Stress participation. Let them know their gift, whatever the size, truly matters. Many parents care about Middlebury’s continued excellence. Their gifts demonstrate their confidence in the College and its long-term impact on their student.
- Ask about matching gifts. Do their employers have matching gift programs? This can double or even triple the size of the gift.
- Check contact information. Confirm all contact information and pass along any updates to the Office of Parent Giving.
- Remember, giving makes people feel good. Enjoy yourself and have fun with your calls.

Agree on next steps. Solicitations sometimes require more than one discussion. The Parent Giving staff is always ready and available to jump in and help if needed.

Say thank you. Whether or not your assignments make a gift, thank them for their time and support. You will receive a notification from GiveCampus once a parent assigned to you makes a gift. An email or handwritten note is always appreciated and encourages future philanthropy.
Making a Gift to Middlebury

There are many ways to support Middlebury. As a parent volunteer, you can help other parents determine the best way to make a gift.

WAYS TO GIVE

online: go.middlebury.edu/giveparents

phone: 888-367-6433 (toll-free)

mail: Gift Administration
      Middlebury College
      700 Exchange Street
      Middlebury, VT 05753

INCREASING THE IMPACT OF A GIFT

A few ways your assignments can make their gifts go even further are listed below. Please contact Dana Barrow if you have questions or need more information.

Recurring Gifts are a great way to increase the size of your gift by spreading it out over a 12-month period. For more information, visit go.middlebury.edu/recurringgift.

Multiyear Pledge A useful option for someone who would like to make a larger gift is to spread the gift out over a three- to five-year period. If a donor is interested in this option, please contact Dana Barrow at barrow@middlebury.edu or 802-443-2888; she will be happy to follow up.

Gifts of Stocks and Mutual Funds Gifts of appreciated stock and mutual funds held for more than one year can be made without incurring capital gains tax. In addition, the gift can be declared as a charitable income tax deduction for the full fair market value of the securities. Interested donors should call Dana Barrow at 802-443-2888 for more information.

Flexible Giving Options Through a variety of gift plans, parents can help ensure the future of Middlebury College while securing their own finances in ways tailored to their age, income and assets, and vision of giving. A gift can be as simple as including Middlebury in a will or as detailed as creating a trust for heirs and favorite charities. To learn more, contact Middlebury’s planned giving professionals at 866-496-6433 or giftplanning@middlebury.edu, or visit go.middlebury.edu/giftplanning.
I'm already paying tuition and fees. Why should I support the Parents' Fund?

The comprehensive fee is a significant investment in each student and a big commitment. However, the cost to provide a Middlebury education significantly exceeds the comprehensive fee. The difference is made up by endowment earnings and philanthropy, which subsidize and enhance the Middlebury experience. The Parents' Fund supports your student. Every Middlebury program benefits from the annual gifts of parents and alumni. Last year, parents gave $3.7 million, which provided funding for internships; supported academic departments, athletic teams, and interest-based clubs; and created more resources that benefit our students. Parents made an additional $3.7 million in endowment and capital gifts for a variety of purposes. Parent gifts enrich the experience for all students, helping prepare them for fulfilling and successful lives.

The College is committed to ensuring that a Middlebury education remains relevant and provides experiences that make our students competitive in the job market. We must maintain the quality of the current programs while continuing to enhance them. We ask that all parents give what they can to ensure the future success of their students and classmates.

If I designate my gift, will it count toward the Parents' Fund?

While our priority is unrestricted gifts, as they provide Middlebury with the most financial flexibility to meet core commitments and create new initiatives, gifts directed to specific purposes also count toward the Parents' Fund, as long as they are expendable gifts. Parents can support a number of different areas through the fund, including financial aid, experiential learning, faculty and academic programs, athletics, arts, and student life.

Middlebury has a significant endowment. What more does it need?

Middlebury's hallmark features—a personalized education with a global perspective, a focus on the environment and the liberal arts, an international network, and a wide range of opportunities for students to apply what they are learning—are expensive. The endowment covers just 23 percent of Middlebury's total budget, which is significantly lower than our peer schools with larger endowments. The remainder is made up by tuition and fees and annual gifts from parents and alumni. It would take $100,000 in endowment to provide the same income and create the same impact as a $5,000 Parents' Fund gift.

I can only afford a small gift. Does it really matter to Middlebury?

A resounding yes! Last year, gifts of $250 or less from parents and alumni totaled more than $1 million. A million dollars makes many, many rewarding opportunities possible for current students at Middlebury. We are proud that 31 percent of parents made a gift to the College last year, and we hope to maintain that strong participation.

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Why is parent participation important?
Participation is widely viewed as a measure of approval for any institution. Outside organizations, foundations, the media, and major donors view participation as a key measure of the overall strength of the College. When parents make a gift to the College, they demonstrate their belief in the power of a Middlebury education and recognize its significance in their students’ lives. Last year, 31 percent of parents made a gift to the College, a resounding vote of confidence in Middlebury.

What is Middlebury doing to keep the comprehensive fee down?
Middlebury’s Board of Trustees and senior leadership recognize that the cost of higher education has risen at a higher rate than inflation for many years and presents a challenge for many families. The administration carefully monitors the revenue and expenses—current and future—necessary to provide an exceptional educational experience. In addition, Middlebury’s other programs—Language Schools, Schools Abroad, Bread Loaf School of English, Bread Loaf Writers’ Conferences, and the Middlebury Institute of International Studies—contribute to the institution’s overall bottom line.

Why should I give to Middlebury when there are many other deserving causes?
We recognize that people have many philanthropic priorities, but we hope that every parent will include Middlebury in their list of charitable priorities. A gift to Middlebury is an important investment in your student and in the future. That gift to Middlebury also has leveraging power, as the College’s programs, students, faculty, and alumni have a significant impact on the world.

I’m upset about a professor/a decision/a policy.

Why should I give?
Parent support is essential to the long-term strength of Middlebury. Your investment today helps ensure Middlebury’s reputation as one of the finest liberal arts colleges in the country and enhances the value and prestige of your child’s degree. Middlebury is bigger than any one issue or any one person, and, by definition, a college is a place that encourages many diverse points of view. Students—not the current administration or trustees—are hurt by the withholding of gifts.

My other child/relative wasn’t admitted to Middlebury. Why should I give?
Chances are that child or grandchild is having success at the college they are attending. Try to turn the conversation to that success; many people recover from their initial disappointment once they see their children happy at other colleges. Remind the parent about their student’s positive experiences at Middlebury. Be a good listener and sympathetic friend. Sometimes that’s all it takes for the person to reconsider.

Can I make a gift in honor of my student or a coach or faculty mentor?
Yes, and many parents choose to do that. When you make a gift in someone’s honor, that person will receive a certificate to notify them of this recognition. It’s a great way to acknowledge your student’s accomplishments or the impact someone at Middlebury has had on your child’s life. It is particularly meaningful for seniors when their parents contribute to the senior class gift in their honor.
A New Tool for Volunteers

Middlebury uses GiveCampus, an online tool that makes it easy for volunteer fundraisers to keep track of their assignments and volunteer activities.

WHAT DOES THE ONLINE VOLUNTEER TOOL DO FOR YOU?

- Provides up-to-date contact and giving information for each of your assignments. (Because it is tied to the College’s main database, information is updated nightly.)
- Provides an email notification when one of your assignments makes a gift.
- Provides templates for outreach and follow-up.
- Allows you to contact your assignments directly from the volunteer tool on your mobile device.
- Allows you to keep track of your work and send updates to the Office of Parent Giving.

HOW DO I SIGN UP FOR A NEW ACCOUNT?

1. Go to go.middlebury.edu/MVP.
2. Sign up for an account using the primary email address that Middlebury has on record for you.
3. If you are unsure which email to use, contact Dana Barrow or Laura Napolitano in the Office of Parent Giving.
4. You will receive an email from GiveCampus at the email address specified. Click the link in this email to verify your account and choose a password.

HOW DO I LOG INTO AN EXISTING ACCOUNT?

1. Go to go.middlebury.edu/MVP.
2. Log in with your email address and password.

WHAT IF I HAVE QUESTIONS?

Please contact Dana Barrow or Laura Napolitano in the Office of Parent Giving.

Also, a guide to using GiveCampus is included in the packet you received at the Parents’ Committee Breakfast and business meeting (or sent by mail if you did not attend the breakfast.)
Helpful Resources

WHERE TO GET INFORMATION
PARENTS’ COMMITTEE RESOURCES
www.middlebury.edu/giving/priorities

MIDDLEBURY MAGAZINE
www.middmag.com

MIDDLEBURY NEWSROOM
www.middlebury.edu/newsroom

THE MIDDLEBURY CAMPUS
(student newspaper)
www.middleburycampus.com

SOCIAL MEDIA
Get to know other parents and Middlebury. Join the conversation in the Middlebury parents’ Facebook group and like the College’s official page, and then encourage others to do so. Follow Middlebury on Instagram and enjoy photos of campus as the seasons change.

FACEBOOK
Parents’ group: go.middlebury.edu/middparents
College page: www.facebook.com/middleburycampus

INSTAGRAM
instagram.com/middleburycampus

TWITTER
www.twitter.com/middlebury
www.twitter.com/middathletics
www.twitter.com/middcampus

SOCIAL MEDIA AMBASSADORS
Become an M-Bassador. Share your love of Middlebury, help us promote Middlebury’s social media, generate positive buzz about the College, and win Midd gear! Learn more at go.middlebury.edu/mbassadors.

Parent Giving Staff

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OFFICE OF PARENT GIVING
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parentsfund@middlebury.edu
### Timeline of Events and Action Items

**SEPTEMBER**
- Parents' Committee co-chair welcome email to new parents

**OCTOBER**
- Online volunteer assignments become available
- Committee members begin introductory and welcome calls
- Parents' Committee appeal letters are mailed to parents
- Middlebury calendar and magazine mailed to parents

**OCTOBER 5–7**
- Fall Family Weekend

**OCTOBER 7**
- Parents' Committee annual business breakfast meeting with President Laurie Patton

**OCTOBER 12–14**
- Midterm recess

**NOVEMBER**
- Parents’ Committee conference call

**DECEMBER**
- Season’s greetings email message sent to all parents
- Calendar-year-end appeals mailed/emailed to parents
- Monthly Parents’ Committee email updates begin
- Committee members solicit parents assigned before the end of the calendar year
- Final exams, December 11–16

**JANUARY**
- Parents’ Fund Committee co-chair welcome email to Feb parents

**FEBRUARY**
- Parents’ Committee conference call

**FEBRUARY 2**
- Celebration for midyear graduates

**FEBRUARY 6**
- Spring orientation begins

**MARCH**
- Parents’ Fund spring challenge mail and email appeal
- Second solicitation and/or follow-up calls

**MARCH 22**
- Spring term recess begins

**APRIL 12**
- Spring Student Symposium

**MAY**
- Committee members complete fiscal-year-end reminders
- Final exams, May 16–21

**MAY 26**
- Commencement
- Committee members receive preferred seating

**JUNE**
- Fiscal-year-end appeals sent to parents

**JUNE 30**
- Fiscal year-end

**JULY**
- Final Parents’ Committee report emailed to all volunteers
- Year-end thank you sent from Middlebury to all parent donors

**AUGUST**
- Welcome receptions held around the country—committee members are invited to help welcome new students and families