

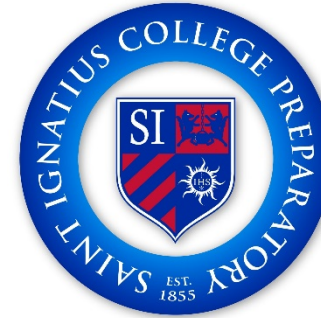
# Building Your School's Endowment



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# Prep and SI by the numbers



- Enrollment: 765
  - Applicant pool: 578 for 200 spots
- Tuition \$19,700
  - Full cost \$24,850
- Financial Assistance \$2.3 mm
  - Percent of students 24% (178)
  - Revenue from
    - Endowment \$919k
    - Annual Fundraising \$1.25mm

- Enrollment: 1460
  - Applicant pool: 1200 for 380 spots
- Tuition: \$24,000
  - Full cost: \$26,000
- Financial Assistance: \$4.3 mm
  - Percent of students: 23% (335)
  - Revenue from
    - Endowment: \$3.3 mm
    - Annual Fundraising: \$1 mm



# Endowment stats



- \$25.9 Endowment
- Min. \$50k to fully fund
- 133 Total funds
  - 70 at full funding (or grandfathered in)
  - 33 building/partial
  - 28 Class endowments (incl. above)

- \$105 mm Total Endowment
  - \$75 mm Scholarship Endowment Fund
  - \$15 mm other, tuition-relieving endowments
  - \$15 mm undesignated
- Min. \$100k to perpetually fund
  - 350 perpetual
  - 179 partial

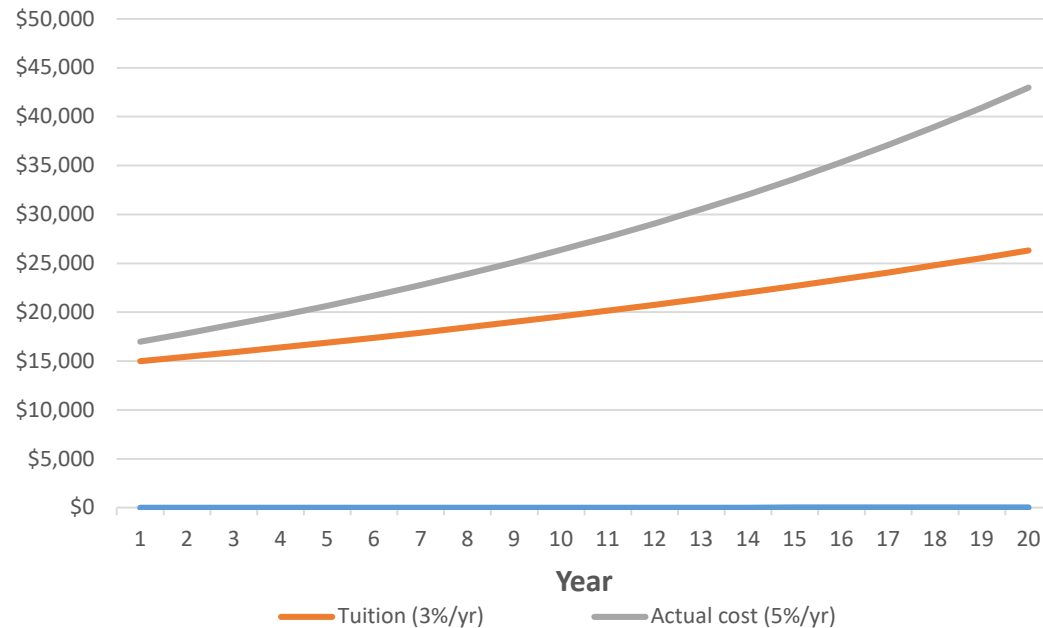
# The Case for Endowment

## Quick Case Study

### Tuition and the Gap

- \$15,000 tuition
- \$17,000 full cost
- 1000 students
- 3% inflation
- 5% HEPI (\*Higher Education Price Index)

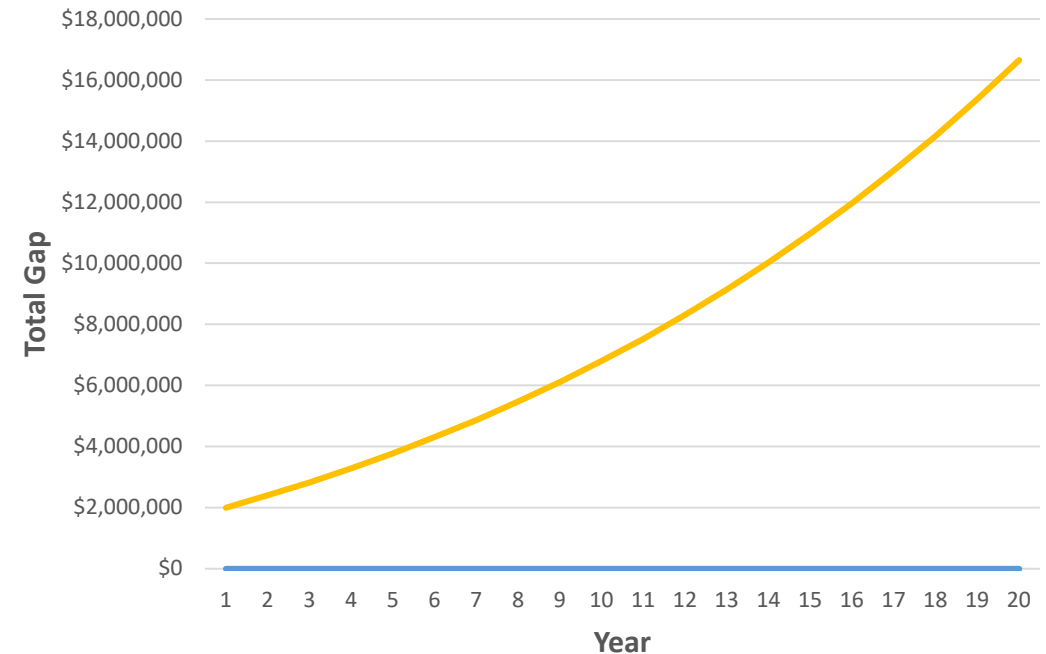
The Gap



### Total Gap over 20 Years

$$(\text{Total cost} - \text{tuition}) \times 1000 = \text{Total Gap}$$

Total Gap over 20 years



# The Three Dials

## Revenue

- Tuition: Hard, predictable revenue
- Endowment draw

## Student Body and FA

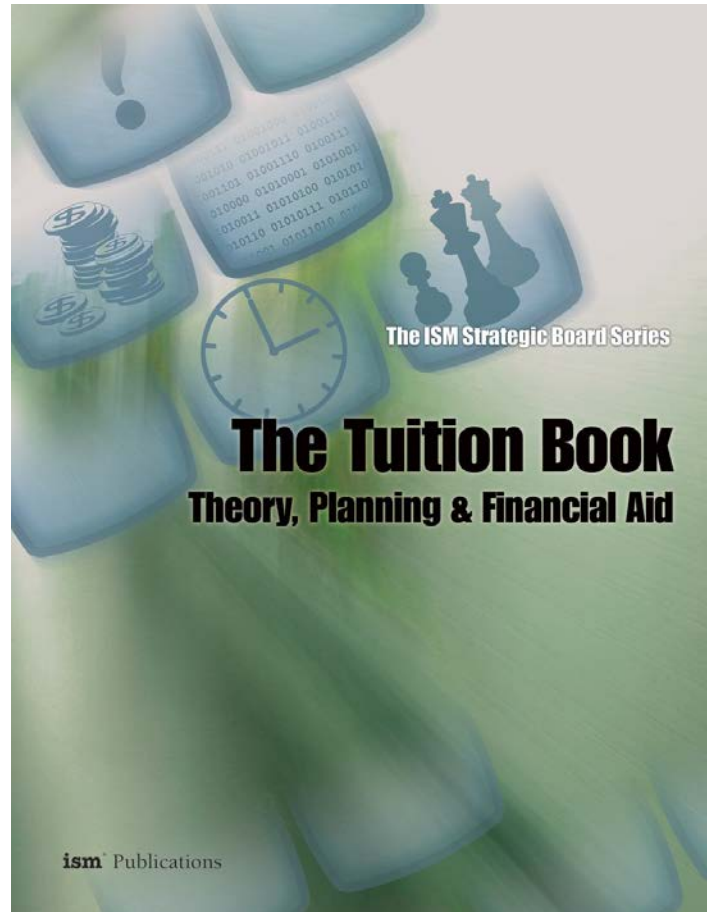
- Actual Enrollment/Budgeted enrollment
- Financial Assistance budget

## Donations

- Soft, unpredictable revenue
- Strategic purposes?



# Tuition. . .FA. . .Endowment bible





# Seattle Prep Case Study: Soliciting (senior) class endowments



## Inherited Strategy

- Fall - Golden Panthers



- Spring - Senior Class



## Ongoing Marketing

- Magazine articles (& web)
- Magazine advertising
- AF inserts



GIFTS TO THE CLASS  
OF 2017 ENDOWMENT  
TODAY HELP STUDENTS  
**FOREVER!**



ANNUAL  
FUND

Unrestricted gifts  
made each year



ENDOWMENT  
FUND

Gifts are invested



**PREP** FOR  
TOMORROW



*what's your legacy?*

## Evolution of senior class solicitation

- 2011 – Initial parent/senior solicit
- 2012-2014 – Capital Campaign
- 2015-2017 – Local giving day
- 2018 – Senior Legacy Day



# Class of 2015

Developed “Prep for Tomorrow” theme

GIVEBIG - First time for campus event

-Dual events held in gym foyer, eating area

AP Exams!

Student messaging / photos

Webpage

Service hours

Launched Young Alumni Society – diploma insert letter, Fall care package

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Parent solicit – mailing, giving day emails, News & Notes





# Class of 2016

Same theme

AP Exams!

One location w/cap & gown distribution

Senior “ambassadors”

Flat Iggy tribute cards

Campus signage (posterboards)

Chase swipers

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Parent solicit – mailing, giving day emails,  
News & Notes





# Class of 2017

Same theme

AP Exams!

Still w/cap & gown distribution

Campus flyers

Go Fund Me

Photo wall w/VIP graduate

Alumni volunteer

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Parent solicit – postcard, News & Notes,  
giving day emails, post-graduation letter





# Class of 2018

Date change!

Twist on theme

Service Day photo shoot

On the “new” terrace w/alumni faculty & ASC

Student swag

Student social media ambassadors  
(Instagram)

Surprise gift

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Parent solicit – leadership gifts, mailing,  
News & Notes, post-graduation email





# Results

## 2011 Endowment

- \$28,491 Raised – gifts & pledges (165 gifts)
- 83 donors

## 2012 Endowment

- \$67,989 Raised (110 gifts)
- 92 donors

## 2013 Endowment

- \$55,913 Raised (240 gifts)
- 101 donors

## 2014 Endowment - Bimal

- \$48,104 Raised (131 gifts)
- 93 donors

## 2015 Endowment

- \$23,980 Raised (255 gifts)
- 169 donors
- 50 Students

## 2016 Endowment

- \$23,907 Raised (202 gifts)
- 144 donors
- 80 Students

## 2017 Endowment

- \$24,199 Raised (248 gifts)
- 173 donors
- 83 Students

## 2018 Endowment

- \$65,137 Raised (218 gifts)
- 181 donors
- 114 Students



# Compass Campaign: \$50 mm Scholarship Endowment Fund



- Endowment Levels
  - \$25k: Partially Endowed Named Scholarship
  - \$100k: Perpetually Endowed Named Scholarship
- Tactics
  - Class scholarships (crowd funding)
  - Asks (\$100k)—family scholarships
  - Planned/Estate Gifts
- Materials/Marketing
  - Black and White Viewbook
  - Video testimonials (website)
  - Scholarship Agreement (handout)
  - *Genesis* (Alumni Magazine) articles
- Stewardship
  - Fundriver Report (handout—stewardship)
  - Annual Report and Scholarship Board
  - Christmas and Easter notes
  - Scholarship mass and brunch (St. X)



# Endowment Stewardship

Fall / Winter – TY note & FYE report to all endowment benefactors

- Electronic version for class endowment leads

Appreciation Dinner / Social

Early in CY – class endowment update email

Spring – FYE report to all benefactors + Prep Panther

Graduation – Final TY note + announcements to senior benefactors



Dear Mr. Howard and class of '02,  
I am very happy to  
tell you that I have chosen  
to attend Washington State  
University in the fall of 2018.

Thank you so much for  
the generous support  
you have given me at  
Seattle Prep.

Sincerely,  
Eamon

# Challenges & Opportunities

- Creating a culture of philanthropy (campus-wide)
- Student communications – What's email?
- Endowments are difficult to understand for students (& adults)
- Timing of parent solicitation – fall of college freshman year?
  - Poaching AF donors
- Student pledge payments
- College communications & Student renewals
- Staffing changes – Communications Director, Alumni Director, Development Asst.
- Endowment reporting
- Patience