

L.A. Private School Annual Giving: The Inside Scoop

Description

After 8 years of private school annual giving and working on annual fund campaigns, my family has learned a lot about this topic. At our first school (Willows), we weren't asked for a specific amount our first year. At our current school ([Viewpoint](#)), we were asked for a specific amount, which we happily donated. At both my kids' schools, we've given generously but within the confines of our family budget. Our annual giving has increased each year, with the exception of one year at our previous school.

Here's an infographic to break down everything you need to know about annual giving at private schools. *How much will the school ask you for your first year at the school? What are the giving levels?* Get the insider's scoop below!

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Annual
Giving

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What

L.A. Private Annual Giving



Annual Giving campaigns at private schools are in addition to tuition



L.A. private schools expect all parents to contribute to the Annual Fund: 100% participation is a common phrase.



It can be tricky to decide how much to give in your first year. There's a clue you can use. It's the "Gap" per student between tuition and operating expenses.

How Much Should



Which Giving Level Is Most Common?



Private School Annual Fund giving typically shows most families contribute in the LOW-MID giving ranges. A few give at the highest levels (see sample graph on right).



Community \$100-\$999

Leadership \$1,000-\$2,499

Mascot \$2,500-\$9,999

Scholar \$10,000-\$24,999

Elite \$25,000-\$50,000+



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Date Created

August 27, 2014

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