You’ve had lots of important conversations with your student before they left for college. But have you had the talk?

No, not that one. We mean the philanthropy talk.

It’s never too early (or too late!) to think about the role of philanthropy and charity in your community. Your student has just joined the Willamette University community, and you have the opportunity to have an honest discussion about what your philanthropic priorities are and help them think about their own.

Here are five ideas to help you have the talk with your student:

• **What is philanthropy and who are philanthropists?** How does your family define philanthropy and who do you admire as philanthropists? Do you think that the size of a donation matters as much as the inspiration behind the gift?

• **Why is philanthropy important in a community?** Trade stories about volunteer experiences, fundraising efforts and other ways you’ve participated in your community to strengthen relationships and break down barriers.

• **What does volunteerism really mean?** How do you volunteer your time? What charitable organizations deserve your energy, time, and knowledge?

• **If I had a million dollars to give to charity I’d give to...** We’ve all had this daydream. Share which charities you think are deserving of a million dollars and why.

• **How have you benefited from philanthropy?** Think about how you’ve personally benefited from philanthropy in your life, whether as a benefactor or philanthropist. What opportunities opened up for you and how did philanthropy add value to your life? We’ve all benefitted from someone else’s generosity.

Tell Us How the Talk Went

and how you answered the questions above by visiting willamette.edu/go/feedthepig. Your comments might be featured in *The Scene*—our alumni magazine.
At Willamette, we **Walk the Talk** when it comes to giving back

Here are some quick facts about how we live out our motto, **“Not unto ourselves alone are we born”**

- Willamette students, faculty and staff volunteer about 149,000 hours annually
- Financial Aid awarded over 11 million dollars in Willamette University Grants this year
- Willamette is among the top 15 small schools for Peace Corps volunteers
- *Washington Monthly* ranked Willamette among the top liberal arts colleges in the country for contributions to scientific discovery and the ability to instill a sense of giving back among the student body
- 926 parent households made charitable gifts to Willamette during the 2010-11 academic year
- *Sierra*, the official magazine for the *Sierra Club*, named Willamette one of the nation’s top “Cool Schools” for a commitment to the environment and sustainability
- The Class of 2014 was able to raise $500 to award two Freshmen Textbook Scholarships