

**Participants:** 4 interviewees accepted to be interviewed, and we received

**Age:** 30-50

**Gender:** 100% female

**Location:** Chicago

## Main Questions

### Prospective Families

1. Can you tell us about the process you took/are taking to apply to schools in Chicago?
2. What are the most important qualities you look for in a school?
3. Did you ever look at high schools' websites and why? What were you looking for?
4. What kind of information was most important for you to find on school websites as a prospective parent?
5. Have you ever had a particularly hard time with a school website? Can you tell me about it? What about a really good experience?
6. Do you expect your child to take higher level academic classes like honors, AP, or IB classes?
7. Have you ever heard of Josephinum Academy?  
If so, what do you know about it?

### Donor Questions

1. Have you ever been a donor to a nonprofit?
2. Can you tell your process of deciding to be a donor to when you gave your first donation?  
Are you a regular donor?
3. Can you tell me about what you do right before before you donate and right after you regularly give?
4. Do you get anything from the donee after that?
5. What entices you to donate to a certain organization?
6. What was/is the most rewarding part of being a donor?

7. What is the easiest way for you to give?
8. How do you give? What device do you use? What kind of payment method?
9. Are there pain points when you donate?
10. Is there anything that will make you not want to donate?
11. What are some things that entice you to donate?
12. How likely are you to donate to the school your child attends?
13. What factors would increase the likeliness?

Events, donor recognition, seeing where your money goes, etc.

## Results

### Sarah

Pretty much pre-determined that she would go to a public school

Shadowed at a catholic high school to have a look at another experience

Shadowed through connection, no application process

Main things they were looking for

More about non-obvious things, feelings

No concrete guide

Doesn't believe private schools are much different from public schools in terms of issues parents run into with their kids

School testing often ran by 3rd party universities

Experience very nerve racking

Somewhat of a compounding effect in terms of testing into one school to be able to get into the next, etc.

Didn't look at school websites before choosing schools, only an afterthought

Students start on freshman honors tracks in 8th grade

Some students in the program are able to graduate early

Thinks stress and pressure from harder classes may not be worth it

## **Karen**

Northside or Peyton probably the best in the area

Process includes ranking, point systems, and tiers (1 being better than 2, etc.)

The biggest concern is that the child won't be happy

Wanted her kids to have a choice in the matter, not be directed by her

Most schools don't have an IB program

AP/Honors classes offered by most selective enrollment classes

Overall curriculum a large focus

When looking on websites, focused on what type of information is being shared, as well as sports

### **Donor Section:**

Considers herself a regular donor to non-profits

Most rewarding factor simply knowing that she is helping someone

Payment method depends on relationship to organization, most often checks

Need to know that the children will benefit from your funds

## **Dora**

Checked websites to look for deadlines, application process, requirements

Most important qualities to look for in schools

Size

Quality of Teachers

Smaller Class Sizes

Offered Sports

Athletic Facilities

Location

Often called school for questions

Focused on schools that were considered "college prep"

### **Donor Section**

Has been a donor to a non-profit

Could donate to an organization that she is directly involved with, as well as helping causes that she cares about

Most rewarding aspect "feeling like your dollar goes a long way"

Matching grant very influential

Follow up content showing where your money went

Follows links from emails via phone or computer

Very likely to be involved in fundraising for and to donate to a school in which her child is attending

## **Johanna**

Kids choose where they want to go based on friends and activities

Parents take this information and discuss among themselves

AP and IB programs are a big deal, but she didn't research them until her daughter was accepted

Focused on finding a school that will help prepare her kids for college

Also concerned with reputation and religious orientation

Qualities she wants to be developed further by the school

Independence

Time Management

Life Skills (Huge Deal)

## **Donate Section**

St Ignations requires \$20,000 per year plus family contributions of X thousand

Most often pays through a previously filed credit card

Also over the phone or the web

Check out St. Ignatius alumni page

Doesn't use Facebook

Many reputable high schools have large reunions, great for networking