Although Muhlenberg College charges just under $30,000 for tuition, room and board, parents’ bucks don’t stop there.

About 63 percent of Muhlenberg parents—some 1,200 households—donated money to the private college last year, a rate more than four times as high as the national average of about 13.7 percent, according to the Council for Aid to Education.

So far this fiscal year, 53.8 percent of Muhlenberg’s parents have made contributions. By June 30, officials expect the proportion to reach 63 percent once more, with contributions totaling $380,000, says Tilghman H. Moyer IV, vice president for development and alumni relations. The Allentown, Pa., college enrolls about 2,000 students.