

Essential Guidance for Graduate Deans

Marts&Lundy
Innovators in the
Art & Science of Philanthropy

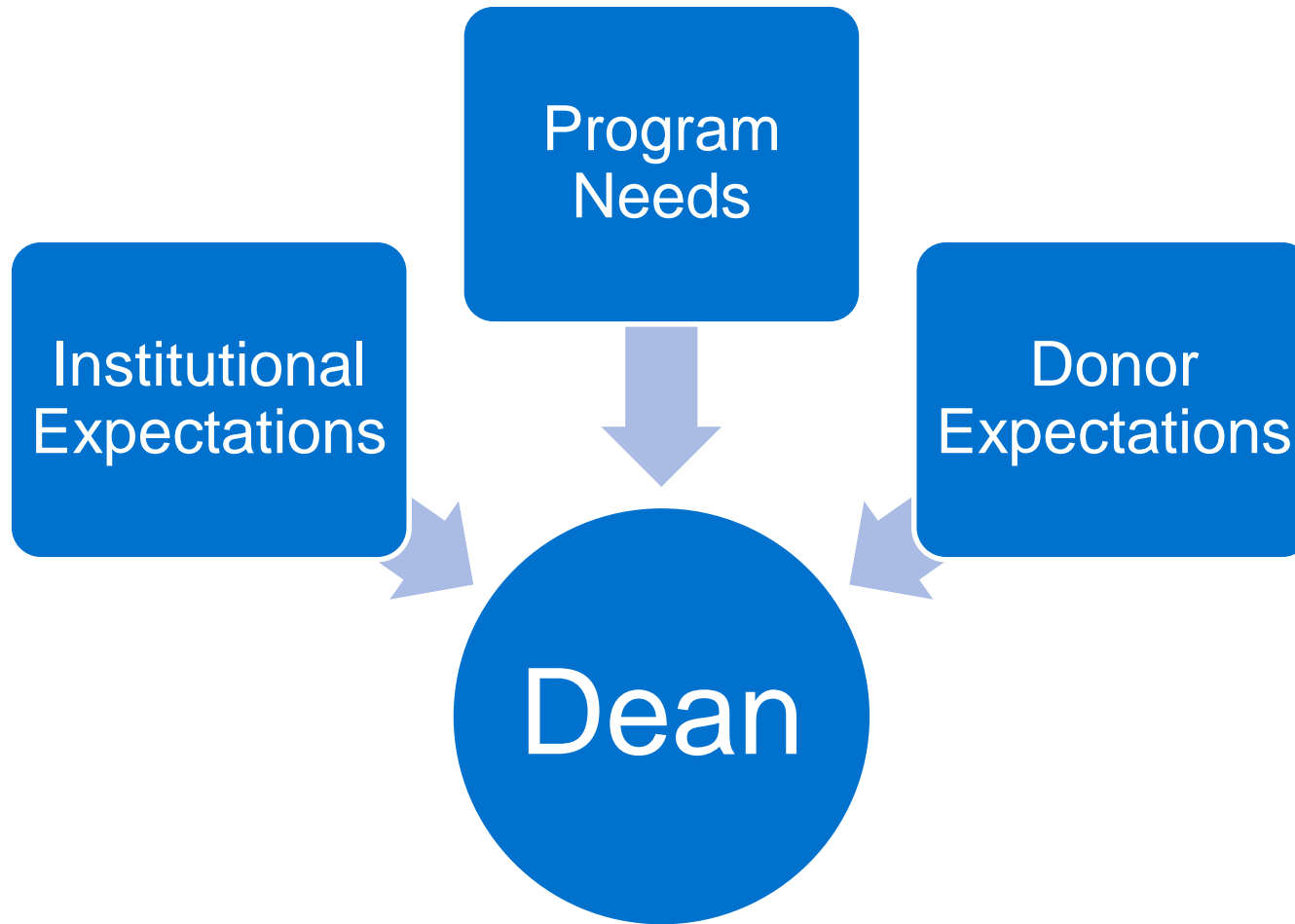
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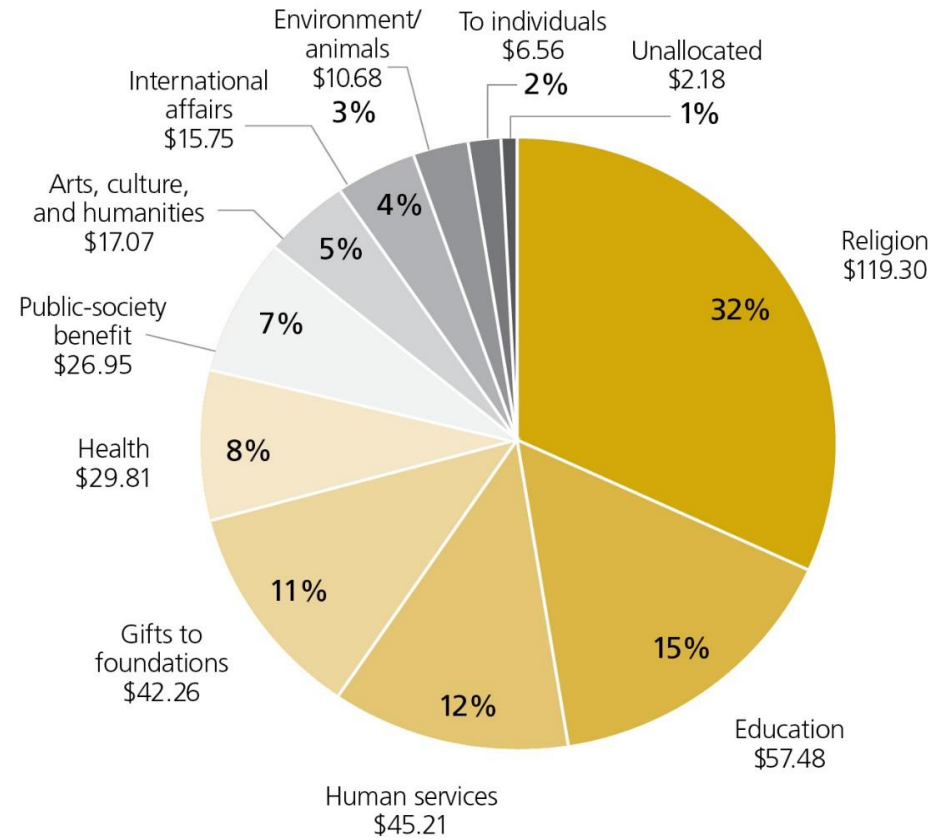
Why are you here?



You can be a very successful
development dean without
ever asking for money.

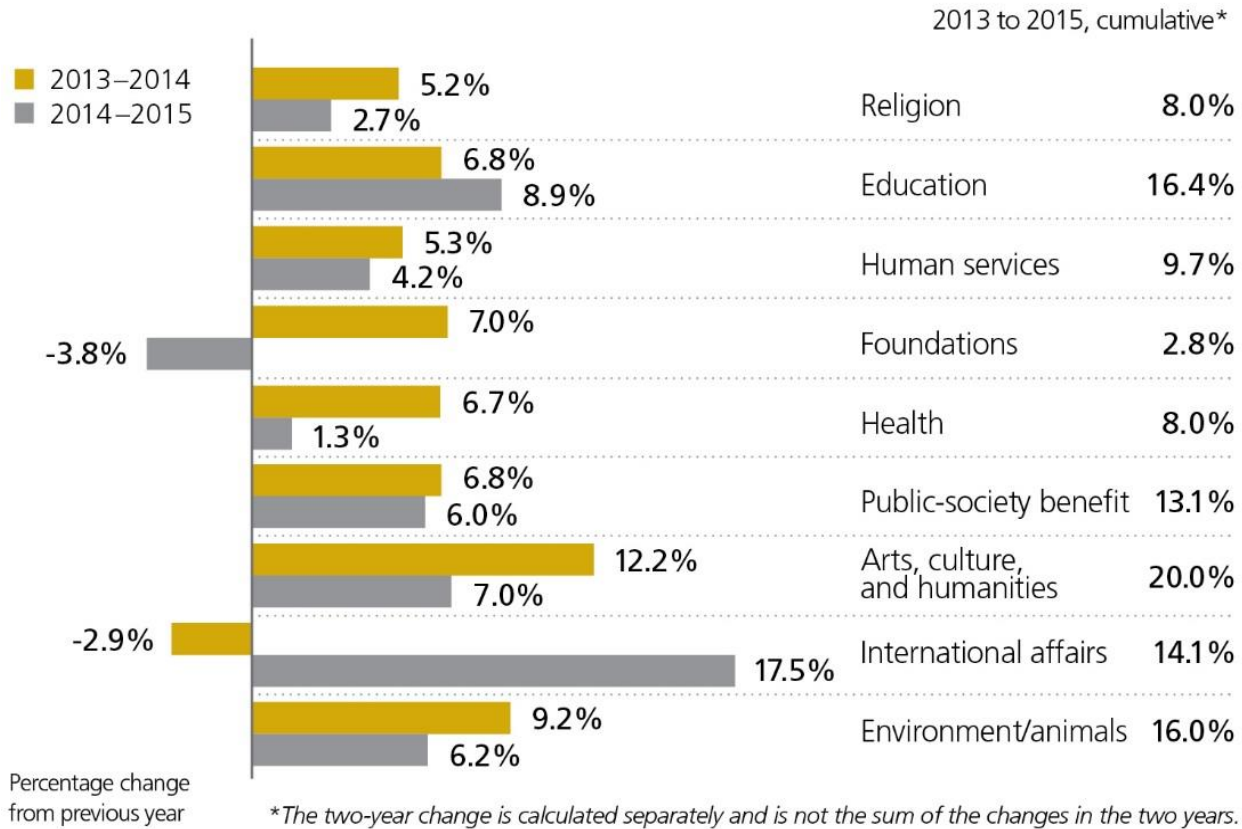
Context

In billions of dollars
All figures are rounded



Source: Giving USA Foundation | *Giving USA 2016*

In current dollars



Source: Giving USA Foundation | Giving USA 2016

What are donors up to these days?

Investment vs. patronage

Giving priorities and budgets

Larger gifts to fewer recipients

Involvement and engagement

A culture of philanthropy in your program

What does it look like?

Haas Fund Study



**Shared
Responsibility
for Development**



**Integration
and Alignment
with Mission**



**A Focus on
Fundraising as
Engagement**



**Strong Donor
Relationships**

How does it act?

Lead by example

Watch your words

Report a lot

Value your development colleagues

Feature donors

Offer opportunities to participate

Your place in the big picture

Build partnerships with other units

Work with development

Market your program

Keep a positive attitude

Position yourself as a way to help
other administrators succeed

Big gifts come from deep relationships.

Partnership

Shared values

Long-term commitment

What does this mean for you?

Characteristics

Be ready

Know your case

Nurture your curiosity

Learn to ask good questions

Think creatively

Be patient and persistent

Practices

Devote the time

Keep learning

Assume the best

Make the investment

Seek partnerships

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