

Graduate Fundraising in an Increasingly Competitive Environment

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Dean, the Graduate School

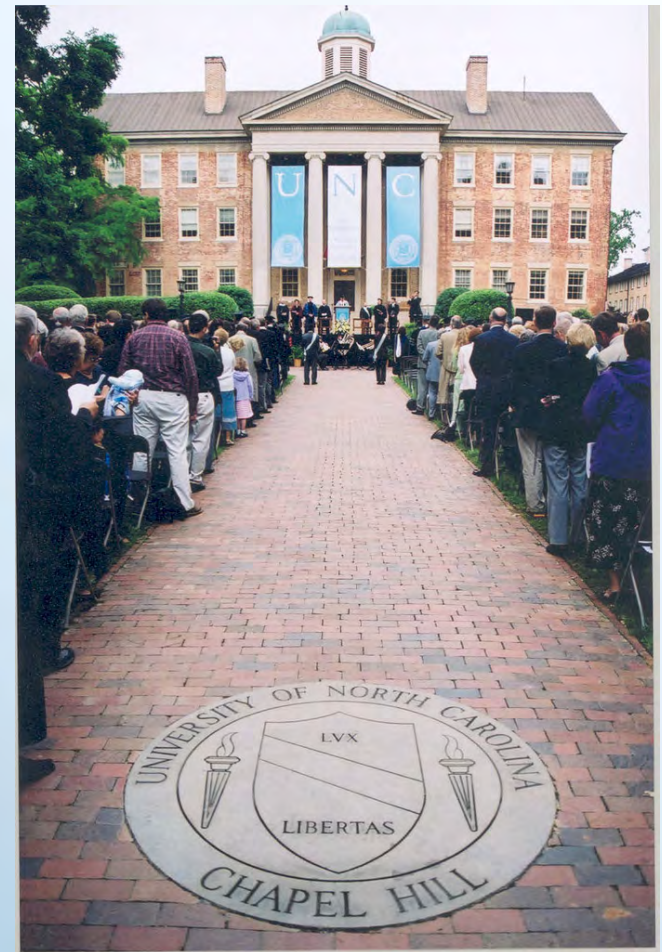
University of North Carolina at Chapel Hill



UNC
THE GRADUATE SCHOOL

Fundraising: Part of the Job Description

- State support for higher education continues to decline
- Federal support may not be far behind
 - Reduced support for research
 - Loss of loan subsidies for graduate students
- Private philanthropy is taking on an increasingly important role



PhD Hooding Ceremony



Fundraising is Not Rocket Science

- Three simple strategies to follow
 - Set academic goals for fundraising
 - A few well articulated, achievable goals
 - Outline/develop an overall development plan
 - Annual Giving
 - Major Giving
 - Stewardship
 - Begin developing critical relationships
 - Partners in your goal/vision



Vision and Case for Support

- Clear statement - How graduate education adds value
 - This varies depending on the audience
- Well articulated priorities/goals
- Specific funding needs to reach goals
- Why 'donors' should care
- Results that will occur with sufficient support



Graduate School Development at UNC-Chapel Hill

- Graduate School development team
 - Director of Development
 - Associate Dean
 - Dean's Assistant
 - Communication Director
- Monthly development meetings
 - Review the past month/year vis-à-vis goals
 - Discuss future events; develop new strategies
- Graduate Education Advancement Board
 - Focused on fundraising and advocacy
- Networking



Example Gift Table

Gift Level	# of Gifts	Subtotal	Cumulative \$ Total	% of Total
\$500,000	1	\$500,000	\$500,000	17%
\$200,000	2	\$400,000	\$900,000	30%
\$100,000	5	\$500,000	\$1,400,000	47%
\$50,000	7	\$350,000	\$1,750,000	58%
\$25,000	10	\$250,000	\$2,000,000	67%
\$10,000	25	\$250,000	\$2,250,000	75%
\$5,000	75	\$375,000	\$2,625,000	88%
< \$5,000	Many	\$375,000	\$3,000,000	100%



Major Giving Opportunities

- Donor goal – Significant impact on graduate education in perpetuity
 - A gift that will transform graduate education
- Royster Society of Fellows
 - 5 years of support ; 2 non-service years
 - An interdisciplinary program for select students
- Term Professorships in The Graduate School
 - Support for professor and graduate student



Dr. Julia Wood
Director, Society of Fellows



Summer Research Fellowships

- Program initiated with a significant gift from alum
- Goal – provide summer research support for students in humanities/fine arts
- A fundraising opportunity with a specific goal
 - Matching funds from The Graduate School



Reception honoring summer research fellows and donors



Annual Giving

- Need -what will funds be used for
 - Ask support for people / students, not your school / organization
- Simple, easy to understand
- Timing
- Personal connection established

Giving to the Graduate School

Make a Gift

Thank you for considering making a gift to The Graduate School. Private donations support fellowships, travel opportunities and professional development and enrichment courses.

To learn more about the students across the Carolina campus that you will be supporting....

Annual Giving Circles

▣ Dean's Club— \$1000 or more

▣ The Centennial Society— \$500 or more

▣ Friends of the Graduate School— \$100 or more

▣ Supporters of the Graduate School— under \$100

Spotlight on giving...

The Summer Research Fellowships

Our challenge: Statistics show that doctoral students in the humanities and social/behavioral sciences are much more likely to support themselves with time-consuming teaching assistantships rather than research assistantships that would enable them to make progress on their dissertation.

In some cases, the lengthy time commitment for these students means they are not completing their degrees at all.

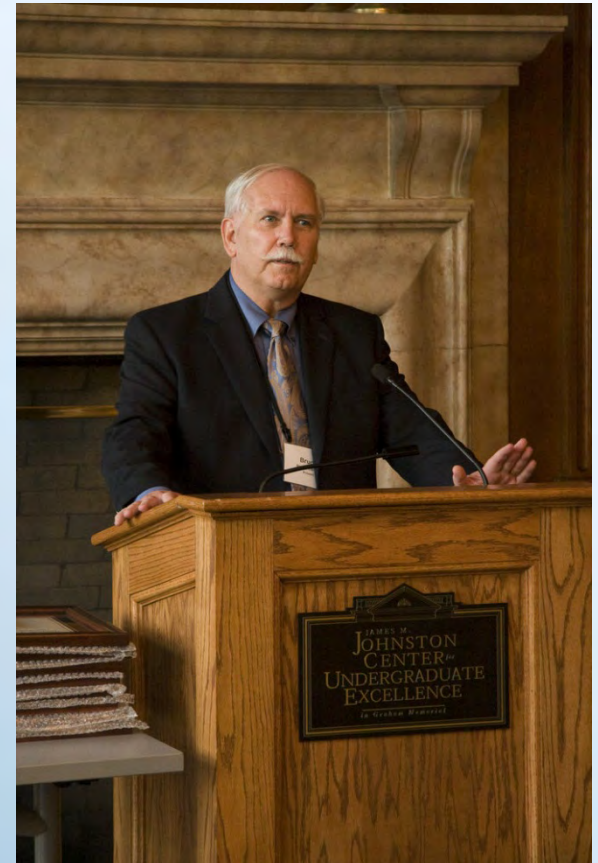
Our idea: We want to offer selected students three months of summer funding, allowing them to devote their summer to their research. Support from generous individuals is now making this possible.

Read more about Summer Research Fellowships...

Bequest an investment in future Ph.D.s (Carolina Connections)

Internal and External Constituents

- Graduate Dean must educate & influence a wide range of stakeholders/constituents
 - Internal constituents include:
 - Chancellor/President
 - Advancement Office
 - Board of Trustees
 - Deans
 - Department Chairs
 - External groups include:
 - Private enterprise
 - Public
 - Alumni



Alumni Are Your Best Donors

- Over 90% of our donors are alumni
 - However, not all are alumni and not all are graduate alumni
- Establishing and communicating with an alumni base is critical
 - Work with the alumni office
 - Alumni receptions
 - Quarterly newsletter to graduate alumni
 - Alumni mapping project



North Carolina Museum of History



Alumni Mapping Project



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TAR HEEL FOOTPRINTS

Questions, comments or corrections?



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Graduate Education Advancement Board

- Mission
 - The Graduate Education Advancement Board assists the Graduate School and the University in generating broad support and funding for graduate education at UNC-Chapel Hill
- Membership
 - Significant donors contributing to graduate education
 - Community/state leaders with an interest in supporting graduate education
 - Alumni in leadership positions
 - Legislators



Put the Advancement Board to Work

- The GEAB meets twice each year
 - A balance between social activities and education/work
- GEAB members are asked to host alumni events at various locations
 - Try to do two of these each year
 - GEAB support reduces our cost



Advancement Board (cont.)

- GEAB members with special expertise work on projects with The Graduate School
 - Professional Science Master's initiative
 - Industry relationships
- Graduate School staff are always available to advise the public officials on the board
 - Contacted by legislators for information



New Initiatives at UNC-Chapel Hill

- The 1903 Society
 - Recognizes sustained giving
- Targeted annual giving
 - Tailor request to history of giving
- Summer Research Fellowship Fund
 - Fundraising with a match from The Graduate School

The 1903 Society



Related links:

- ▶ [Giving Levels](#)
- ▶ [The Impact of Giving](#)
- ▶ [Profiles in Giving](#)

The Graduate School's 1903 Society recognizes alumni and friends who make gifts to The Graduate School for at least three consecutive years. The 1903 Society is named for the year in which The Graduate School was established to guide graduate education at UNC-Chapel Hill.

Steadfast commitment is a hallmark of graduate education at UNC-Chapel Hill – and it is how the quality of Carolina graduate degrees is maintained year after year. Members of the 1903 Society demonstrate their personal commitment to ensuring the ongoing quality of Carolina graduate students and graduate education.



Tips for Getting Started

- Create your vision
- Clearly articulate your goals / \$ needs
- Identify possible donors - develop "friends list"
- Use your list to cultivate potential donors
- Contact, communicate, cultivate
- Solicit all at least once per year
- Develop a "top prospects" list
- Maintain personal contact with top prospects
- Solicit major gift prospects w/proposals
- Provide stewardship for every gift
- Cultivate other important relationships

