Fundraising as a Critical Instrument for Improving Graduate Education

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Fundraising: Part of the Job Description

- Private philanthropy is increasingly important
  - Federal/state support continues to decline
- Fundraising – not rocket science
  1) Set academic/financial goals
  2) Create a development plan
     a) Annual Giving
     b) Major Giving
     c) Stewardship
  3) Develop critical relationships
     a) Partners in your goal/vision

- Challenges
Graduate School Development at UNC-Chapel Hill

• Graduate School development team
  – Director of Development
  – Associate Dean
  – Dean’s Assistant
  – Communications Director

• Monthly development meetings
  – Review the past month/year
  – Future events; New strategies

• Networking with donors
  – Lunches, dinners, other events

• University Advancement
Building a Donor Base

- Alumni are your best friends
  - >75% of our donors are graduate alumni
- Recognition event
- Hooding ceremony
- Alumni newsletter
- Tar Heel Footprints

[Map of Tar Heel Footprints]
Annual Giving

What makes a solicitation effective???

• Need – what will funds be used for
  – Support for people/students, not your school/organization

• Simple, easy to understand

• Timing

• Personal connection established
Mid-level Giving Opportunities

- **Donor goal** – provide significant support with a ‘naming’ opportunity
- **Example** – program providing summer research support for humanities/fine arts
- **Fundraising opportunity with a specific goal**
  - Matching funds from The Graduate School

Reception honoring summer research fellows and donors
Major Giving Opportunities

- **Donor goal** – significant impact on graduate education in perpetuity
  - Royster Society of Fellows
    - 5 years of support in an interdisciplinary program
  - Term Professorships in The Graduate School
    - Support for professor and graduate student
  - Semester/year non-service named fellowships

Dr. David Pfennig
Director, Society of Fellows
Stewardship is Critical

• Thank You - for ALL gifts
  – Timely and personal
• Information
  – *The Fountain* publication
• Contacts and interactions throughout the year
  – Meetings with the Dean
  – Meeting students they are supporting
• Annual reports for major donors
  – Video, book of letters from students, etc.
• Invitations to events, tickets
• Involvement in boards
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
  – Community/state leaders
  – Alumni
  – Legislators
Board Development Committee

• Lead GEAB advancement efforts to identify prospective donors and secure annual, expendable, endowed and planned gifts
• Determine membership profile and level of financial commitment
• Identify and contact new members who match the profile; maintain an active membership
• Development is important
• Development is not as hard or complicated as it seems
• Development is rewarding

THANK YOU