Fundraising as a Critical Instrument for Improving Graduate Education

Panel Discussion Overview

✓ How to make the case for dedicated graduate education support

✓ The importance of developing a strong case for support of your graduate school

✓ How to build a robust pipeline

✓ How to use your pipeline effectively

✓ How philanthropy is about more than just money
The Five P’s of Graduate School Philanthropy
I. Planning

✓ Identify School’s Priorities
✓ Make the Case
✓ Set Philanthropic Goals
✓ Identify Prospects
✓ Identify Internal and External Partners
✓ Present The Case
II. Priorities

Fellowships

Diversity/Inclusion

Professional Development
III. Prospects

- Foundations
- Alumni
- Internal Strategic Partnerships
- Corporations
- Friends/Community
IV. Process

**IDENTIFICATION**
- Who are your prospects?

**CULTIVATION**
- Involve your prospects.

**SOLICITATION**
- Turn your prospects into donors.

**STEWARDSHIP**
- Keep your donors engaged, happy, and renewing their gifts.
V. Philanthropic Gifts

- Annual gifts – from income
- Major gifts – from assets
- Ultimate gifts – from estates

All are needed for a robust program to help meet the school’s fundraising goals and academic mission!
Resources

- Association of Fundraising Professionals (AFP) – www.aftnet.org
- Direct Marketing Association (DMA) – www.thedma.org
- Association of Professional Researchers for Advancement (APRA) – www.aprahome.org