

# SUCCESSFUL FUNDRAISING AND DEVELOPMENT STRATEGIES FOR GRADUATE EDUCATION

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# North Carolina Agricultural & Technical State University (A&T)



Land Grant Institution founded in 1891 and located in Greensboro, NC

Largest HBCU in the Nation

Grants more degrees to African American Engineers and Women than any other 4-Year Institution in the Nation

Third in the UNC System in funded research each year

Enrollment: Total - 13,487, Graduate – 1,654  
11 Ph.D., 32 Masters, and 20 certificate programs

Advancement: \$200 million capital campaign was recently completed, including a \$40 million gift (largest ever).



# The Graduate School

- >10,000 graduate students
  - ~3600 doctoral students
  - 120+ master's and 63 doctoral programs
  - Most of the GA funding does to PhD students, but some master's funded as well
  - Big issues around competitive stipends
- **Advancement structure:**
  - Major constraint: no ability to use state funds or applications fees to fund an advancement person
  - Historically, very decentralized to the Colleges and a long legacy of college offices leading the charge
  - More recently, an attempt for the central office to exert more oversight and alignment with donors
  - Some cost sharing of positions; we currently have a part-time fund-raiser
- **Recent successes:**
  - \$2.7 M/yr to enhance graduate stipends (endowed)
  - \$250k/yr for international student stipend enhancement (annual gift)
  - Numerous partnerships with industry through A2i
  - Double our Day of Giving amount to over \$20k



**doctoral**  
**4,382**

**master's**  
**22,791**

**certificate**  
**670**

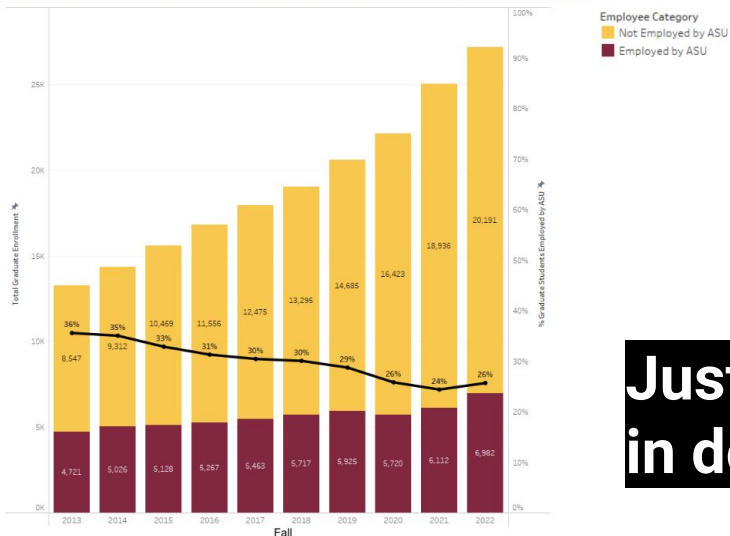
**total graduate students**  
**27,843**

**71%**  
are funded

**17%**  
are funded

**26%**  
of the total graduate student population is funded

## Graduate student employment



**609 degrees:**  
**certificates (112)**  
**master's degrees (356)**  
**doctoral degrees (141)**

**Just over 200K/year**  
**in donor support**

# What about you? And get to know those at your table

What is your role?

How long have you been in that role?

About how many graduate students at your institution?


How much graduate student fundraising takes place at your institution?



# CONVENTIONAL WISDOM

- Graduate students only donate to their undergraduate institution
- If graduate students don't care, no else does

## IS THIS PERCEPTION WRONG?

- Only been tested at a very few institutions
  - The breadth of approaches to raising external support for graduate education is quite variable
  - Here we introduce you to different approaches as well as issues that three institutions have faced in trying to change the 'wisdom'
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# Technical Workshop Goals: strategies for securing philanthropic support for graduate education

- *Nuts and bolts*
- *Best practices on how to implement fundraising for graduate education*
- *Specific fundraising initiatives*



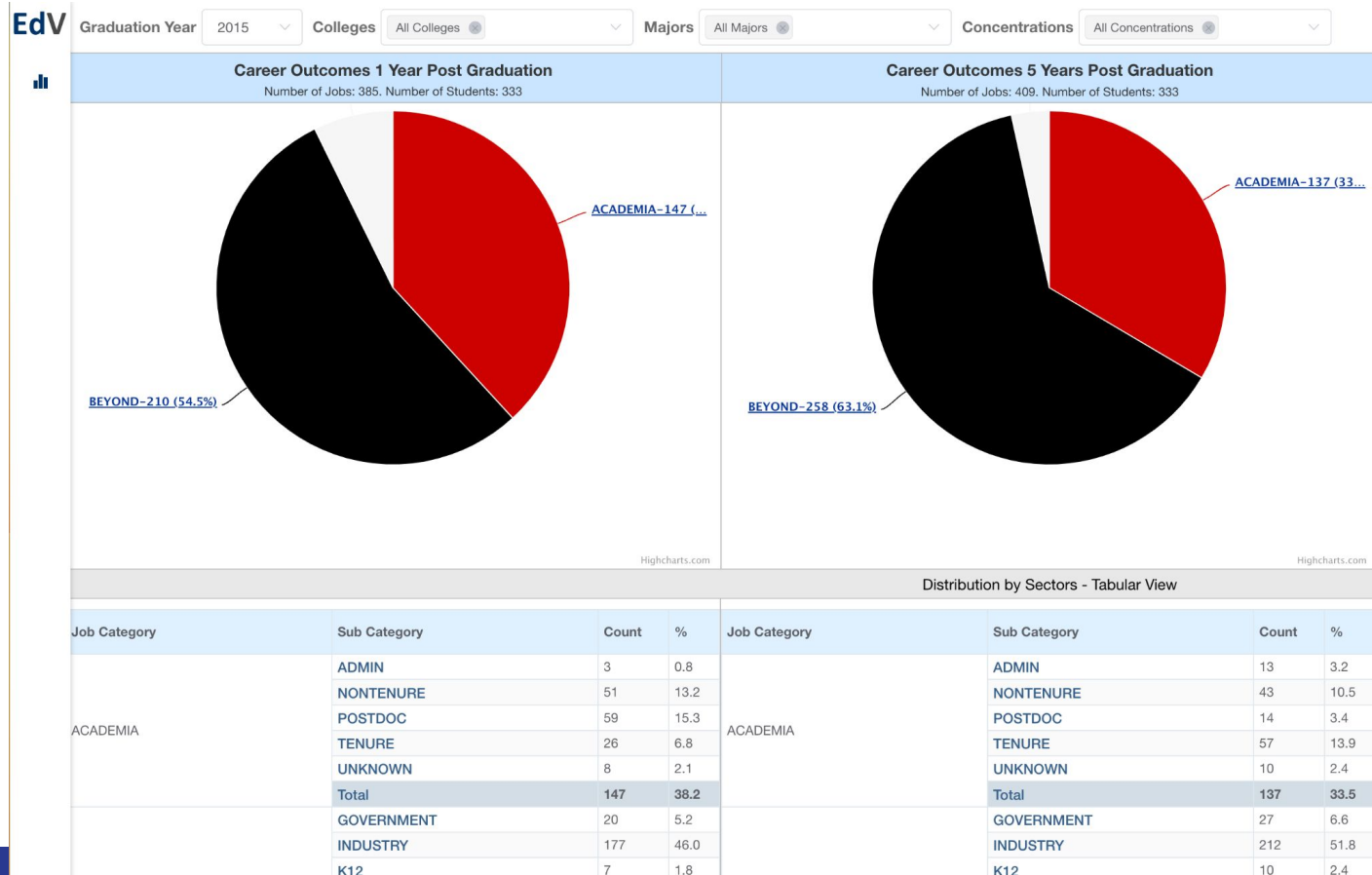
# Nut and bolts















- *Endowed funds vs. annual gifts*
  - *Depending on the institution the annual payout for endowed funds is in the 4% range*
  - *Often an annual advancement 'tax'*
  - *Annual gifts are generally one-time funds*
  - *Linking in with efforts already underway - annual giving, Day of Giving*
- *Understanding donors*
  - *How do you find them?*
  - *Donor cultivation → understanding what specific element(s) motivate them*
  - *Who makes the ask?*
  - *Creating Advisory Boards: pros and cons*






# Approaches to Finding Alums:



Student Name	Job Title	Employer Name	Location	Start Date	Grad Year	College	Major	Actions
 	Owner Operator	Poole Farms	Belhaven, North Carolina	Jan 1999	2015	College of Agriculture and Life Sciences	Biological & Agri Engineering	<a href="#">Edit</a> <a href="#">Report</a>
 	R&D Scientist, Senior Scientist	Lonza		Mar 2017	2015	College of Engineering	Material Science & Engineering	<a href="#">Edit</a> <a href="#">Report</a>
 	Power Electronics Specialist	Lucid Motors	Menlo Park, California	Jun 2017	2015	College of Engineering	Electrical Engineering	<a href="#">Edit</a> <a href="#">Report</a>
 	Project Engineer	Bhc Consultants	Seattle, Washington	2019	2015	College of Engineering	Civil Engineering	<a href="#">Edit</a> <a href="#">Report</a>
 	Owner/Consultant	Triangle Behavioral & Educational Solutions		2015	2015	College of Education	Curriculum & Instruction	<a href="#">Edit</a> <a href="#">Report</a>
 	Control / Software Engineer	Ford Motor Company	Dearborn, Michigan	Jan 2015	2015	College of Engineering	Electrical Engineering	<a href="#">Edit</a> <a href="#">Report</a>
 	Senior Consultant	Dr-Bs Analytics And Consulting	Clinton, North Carolina	2018	2015	College of Education	Curriculum & Instruction	<a href="#">Edit</a> <a href="#">Report</a>

## Questions:

- Is there any effective inclusion of graduate advancement within your institution?
  - How are advancement folks funded?
  - How effectively do you track alumni?
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# Cooperation within the university

## Brainstorming Activity

- Remember that quantity is more important than quality.
- Please break up into groups of 3-4 people (1-2 groups per table).
- Please select one person as the group recorder.
- Answer the following question:

**What are best practices/approaches to graduate fund raising on your campus?**



# Best practices on how to implement fundraising for graduate education

*Building a case for support:*

- What priority areas need more funding?
- Why does it matter?
- Impact: How much do you need?

