SUCCESSFUL FUNDRAISING AND DEVELOPMENT STRATEGIES FOR GRADUATE EDUCATION

Facilitated by:

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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
609 degrees: 
- certificates (112)
- master’s degrees (356)
- doctoral degrees (141)

71% are funded
17% are funded
26% of the total graduate student population is funded

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’
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:

### Career Outcomes 1 Year Post Graduation
Number of Jobs: 385, Number of Students: 333

- **ACADEMIA**: 147 (38.2%)
- **BEYOND**: 238 (61.8%)

### Career Outcomes 5 Years Post Graduation
Number of Jobs: 409, Number of Students: 333

- **ACADEMIA**: 137 (33.5%)
- **BEYOND**: 272 (66.5%)

### Distribution by Sectors - Tabular View

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Questions:

● Is there any effective inclusion of graduate advancement within your institution?
● How are advancement folks funded?
● How effectively do you track alumni?
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?