

Fundraising for Graduate Education

Claudia Petrescu, Kansas State University

Michele A. Siegal, University of Michigan

Michael J. Solomon, University of Michigan

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Workshop Agenda

- Fundraising from the Dean's Perspective
- The Cycle of Philanthropy
- The Development Quiz
- Making the Case for Graduate Education & Setting Funding Priorities
- Where to Start

One Dean's Perspective

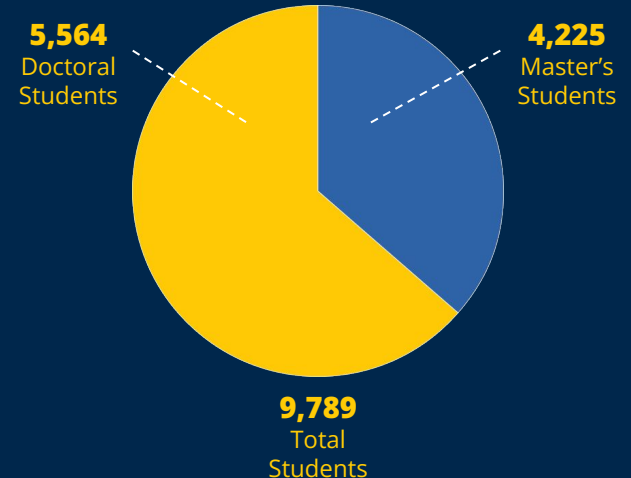
Mike Solomon

- Institutional context
- My initial misconceptions
- What do I hope the graduate school gains from investing in development?
- What does development work ask of me?
- How is my work in development to be supported?

Institutional Context

- All campus graduate and professional enrollment is about 18,000.
- Rackham Graduate School is home to research based master's degrees and all doctoral programs.
- The graduate school offers academic leadership in graduate education as well as programs and services that support graduate education and the graduate student experience.
- The graduate school comprises about 80 staff members, of which about five work in development and alumni relations
- The development team raises about \$4 million annually, of which about \$500K is the annual fund.

Total Students in 2022



Founded on Philanthropy

- The graduate school was created in 1912.
- In a 1935 gift agreement, Mary Rackham gave \$4 million to support graduate education and \$1 million for the Rackham Building.
- Today FY 2024 distributions from the original Rackham endowment are \$6 million.
- Distributions from all of the 182 donor-sponsored endowments at Rackham are approximately \$13.5 million.

My initial misconceptions

Development work requires lots of time.

- *My formal appointment for development is 20%.*

Development work requires lots of asking for money.

- *Most of my development work involves communicating a vision for graduate education and learning what donors are seeking to support.*

Development work is stressful.

- *I enjoy the relationships that result and enjoy the conversations they generate.*

The set of donors interested in supporting graduate education is very small.

- *Many donors and prospects I work with have not previously been engaged by the university.*

Donors with potential affinity for the graduate school are already engaged by other schools and colleges

- *Several of our donors are not Rackham alums; many others are referred to us by schools and colleges and/or university development officers.*

What do I hope the graduate school will gain from investing in development?

- Connection and affinity with alums
- Strategic advice and perspective from alums that complements what we receive from faculty, students, and staff on campus
- Philanthropic support for efforts that I cannot otherwise fund
 - Expendable funds for programmatic initiatives like emergency funding, bridge programs, and research grants
 - Endowment funds that can bridge the gap between the growth rates of costs and revenue
 - Endowment funds that expand the availability of graduate financial aid

What does development work ask of me?

- Generation of a compelling future vision for graduate education
- Creation of a suite of highest priorities that can be enabled by philanthropy
- Articulation of academic content and issues that can catalyze generative discussions with alums and donors
- Time and patience
 - Short term: Relationships realistically take ~ 3 years to build.
 - Long term: The prevalence of planned giving means endowments are often realized far in the future.

How is my work in development supported?

- Partnership with professional staff who allow me to focus my time on generative conversations that build relationships
- Leveraging available central resources—regional gift officers in particular
- Infrastructure that supports discovery, the legal work of gift agreements, and stewardship



K-State University (KSU)

Claudia Petrescu

Vice Provost for Graduate Education & Dean of Graduate School

cpetrescu@ksu.edu

Heather Straufuss

Strategic Solicitations Manager, KSU Foundation

heathers@ksufoundation.org



K-State University (KSU)

- Land grant institution founded in 1863
- Extension offices in 105 counties
- Enrollment (Fall 2023): 19,745 with 4,156 graduate students
- The only Agriculture and Vet Med colleges in Kansas

Graduate School:

- 15 staff members; shared fundraiser with units in Provost & President offices (KSU Foundation staff)
- Providing services for each stage in the student life' cycle

Another Dean's Perspective

Claudia Petrescu

- New title signifies new positioning of Grad School
- Advancing Graduate School Through Development
- Why invest in Development
- Why Graduate Education matters – Role of Grad School in Next Gen Strategic plan (2023-2030)
- My fundraising role



KSU Dean's Perspective on Making the Case and Setting Funding Priorities

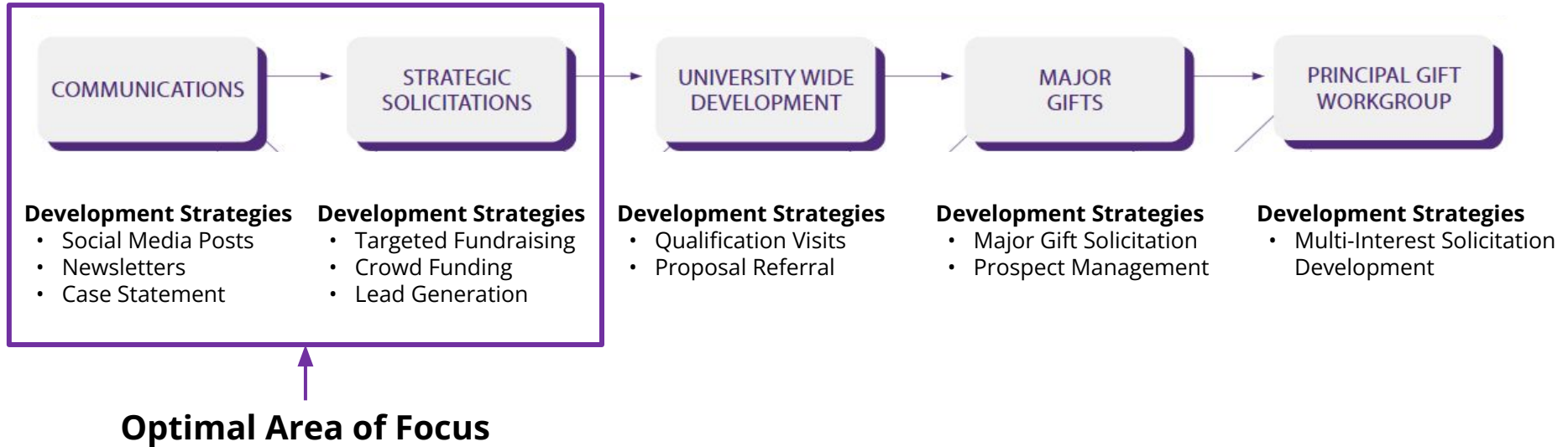
Context:

- Strong undergraduate focused fundraising culture
- Colleges responsible for fundraising
- Graduate School awards degrees; graduate students identify with academic units

KSU Dean's Perspective

- Understand needs: Graduate Students' needs assessment survey → strong GS advocacy & educational role
- Identify fundraising niche – no overlap and/or competition with colleges
- Analyze the existing scholarship structure → identify changes to increase impact for grad students

Development Spectrum – Graduate School Partnership Strategy with the KSU Foundation



Case study: KSU Parent Student Scholarship

Context	Fundraising niche	Fundraising process 1.0	Outcome analysis	Fundraising process 2.0
Changing grad students' demographics	Child Care Scholarship fund for graduate students	Develop Case Statement	ROI	Rename: Parent Student scholarship
Need: take care of family/children		Engage communication and Strategic Solicitation tactics - identify population to target	Feedback from Donors	Strategic Solicitation tactic - revised targeted population
No structured support available		Set target fundraising goals	Deeper needs analysis	Revised case statement

Targeted Fundraising: Parent Student Scholarship Initiative

Getting Started: FY22

- Harnessed the power of Giving Tuesday
- Two emails sent by KSU Foundation to Graduate School alumni and Friends (the week before and the week after Giving Tuesday)
- Social media posts on Graduate School social media pages throughout the day on Giving Tuesday
- \$5,520 raised during this first effort

Good morning, Heather.

The more you learn, the more you earn. That's why we see a steady increase in the number of graduate students. Pursuing a graduate degree is demanding, but students should not have to put their personal lives on hold while earning their degree.

I am Claudia Petrescu, vice-provost for graduate education and dean of the graduate school. It is my role and privilege to support graduate students' journey to becoming adaptable and well-prepared professionals.

K-State has 4,200 graduate students. With 58% female graduate students and 75% graduate students over the age of 25, we can confidently say that today's graduate students tend to pursue graduate degrees while building their families.

Raising a child is expensive. Many graduate students do not have family nearby to help care for their children. They rely on childcare services, which cost more and more. Those who cannot afford childcare take longer to earn their degree or might be put in a position to drop out of graduate school.

That is why, this Giving Tuesday, gifts to the Graduate School will go toward supporting students with childcare needs.

Scholarships to assist with childcare costs will provide much needed support to our graduate students to relieve a significant financial burden.

You can help shape the future of graduate students and their families by making a gift to the Graduate School. Your gift of compassion can have a lasting impression that may be more impactful than the scholarly experience we provide at K-State.

Use this link to make your Giving Tuesday gift a week early and provide childcare support to Graduate Students: ksufoundation.org/give/gradschool

When our Graduate School alumni reflect on their student experience, we want them to remember this time of their life not only as time for building careers, but a time when they built happy lives.

Thank you for joining me in telling our graduate students that we see them as people with families, interests, and commitments outside of the university.

Sincerely,

Claudia Petrescu, Ph.D.
Vice Provost for Graduate Education and Dean of the Graduate School



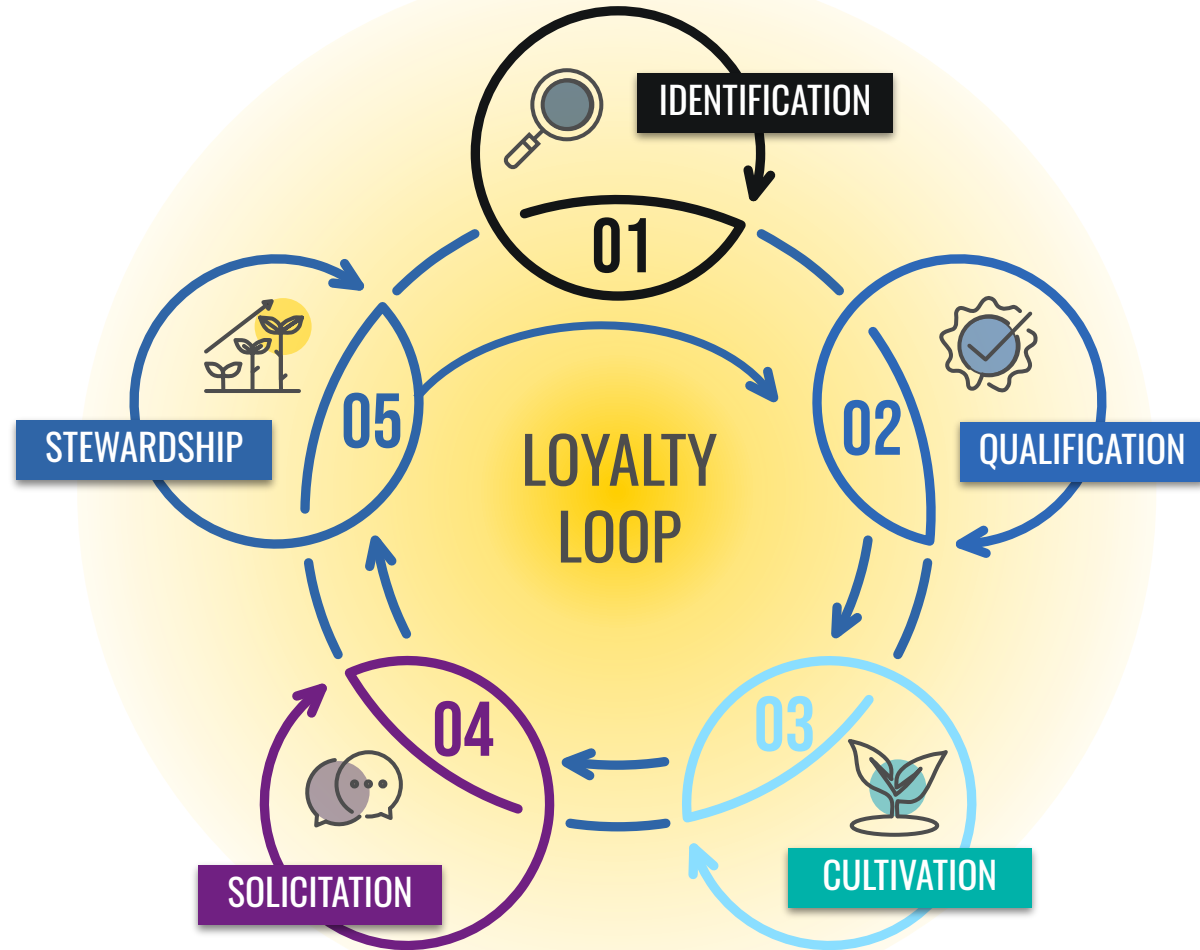
KSU Dean's Perspective: Summary

When limited/no dedicated fundraising support GS Dean's role:

- Be a change agent
- Understand university/students/faculty's needs
- Advocate/educate university community
- Identify fundraising niche
- Identify donor niche
- Find friends and allies to support your case
- Connect your goals with the strategic plan

Questions & Answers

The Cycle of Philanthropy



The Cycle of Philanthropy

Major Gift Case Study: Ph.D. '70 Couple



Identification:

- First gift to U-M: 1988
- November 2007 event in Boston

Qualification:

- January 2008 meeting with Rackham gift officer

Cultivation:

- 40+ interactions with Rackham representatives
- The couple served on the U-M Campaign Council
- Also served on the Rackham Board of Governors

Solicitation:

- First gift to Rackham: 2008
- First major gift solicitation for Rackham: 2012
- Planning for “signature gift” during the upcoming campaign

Stewardship:

- Many, many acknowledgement letters
- Impact reports and meetings with students
- Celebratory dinner

The Cycle of Philanthropy

Starting a Fundraising Program



RACKHAM GRADUATE SCHOOL
SOCIETY OF FELLOWS
UNIVERSITY OF MICHIGAN

Identification:

- Who and where are former fellows and directors?
- Original funders
- Foundation support

Qualification:

- Discovery visit plan with best prospects

Cultivation:

- Communication plan
- 55th Anniversary Host Committee

Solicitation:

- Case statement and funding priorities
- Giving Blue Day 2024
- Year-end solicitation

Stewardship:

- Impact reporting for original funders
- System for acknowledgements and updates
- Recognition at anniversary celebration

Development Quiz

Finding the Power and Potential in Your Development Operation

Questions & Answers

Making the Case and Setting Funding Priorities



U-M Dean's Perspective on making the Case and Setting Funding Priorities

How I approach the process:

- More than half the work occurs anyway through the collaborative setting of the graduate school's direction and priorities
- The balance is outreach to understand how those highest priorities resonate with your particular donor community
- When you have 6-12 topics at a range of investment levels that you can describe in a few paragraphs of text, you're ready

Lessons learned:

- The mechanics are similar to other activities you've likely participated in, like meeting with program managers at federal agencies and foundations or pitching the Provost for funding

Making the Case and Setting Funding Priorities:

- Your case for support may include your mission, vision, and values statements, as well as your track record
- Why should your institution receive support?
 - What is different about you?
 - Why will it matter?

Funding Priority Prompts

- What leading-edge initiative would you like to launch?
- What ideas have not been approved in the budgeting process?
- What happens if you don't reach your goal?
- If a donor asked what they could do to help, what would you ask for?

What Makes a Good Philanthropic Opportunity?

- Vision alignment
- A well articulated vision and compelling need
- Donor interest
- A strong, viable prospect base accessible to you
- Leadership support
- Philanthropy is the best source of funding for the opportunity

Table Activity

- Use the prompts to explore ideas and opportunities
- Quickly jot down your top 5 ideas
- Discuss with your group and identify the top **fundable** idea
- Be ready to report on your group's top idea

Future Steps

- Engage your content experts
- Consider pricing
 - Expendable, endowed
 - Scalability
 - Gift form (cash, pledge, planned gifts)
- Develop collateral materials

Where to Start: 6/18/36 Planning

- Review your report card for:
 - Quick wins and short term goals
 - Achievable mid term goals
 - Longer term plans
- Consider:
 - Tactics with and without resource requirements
 - Opportunities to build campus allies

Questions & Answers



Thank You

Claudia Petrescu

Vice Provost for Graduate Education & Dean of
Graduate School
Kansas State University

cpetrescu@ksu.edu

Michele Siegal

Director of Development and Alumni Relations
Rackham Graduate School, University of Michigan

misiegel@umich.edu

Mike Solomon

Dean, School of Graduate Studies
Vice Provost for Academic Affairs – Graduate Studies
Rackham Graduate School, University of Michigan

rackhamdean@umich.edu