



# Fundraising for Graduate Education: The Development Quiz

**Instructions:** Take this quiz to uncover the strengths and opportunities within your current development operation. Each statement describes a tactic or strategy that might be used by your graduate education organization (not the larger institution) to raise money. Record points for each activity using the scale:

- Yes, we’re on it! = 3 points
- Not yet, but we could. = 2 points
- Realistically, I can’t imagine it happening. = 0 points

Calculate your subtotal in each section and then your overall total to see where your organization is.

## Alumni & Donor Engagement (Identification Stage):

Tactic/Strategy	Points
In my organization, alumni and donors receive regular school updates and event invitations and are asked to volunteer.	
In my organization, we engage alumni before we solicit them.	
We congratulate students and welcome them to the graduate school alumni community when they graduate.	
<b>Subtotal</b>	

## Pipeline Building Activities (Qualification Stage):

Tactic/Strategy	Points
All graduate school alumni are listed in our university-wide database in my organization.	
My institution's alumni database includes information about awards and aid our constituents received as students.	
In my organization, we know who our top donors and prospects are.	
In my organization, we have plans in place to engage and solicit our top prospects.	
<b>Subtotal</b>	



**Case Statement & Funding Priorities (Cultivation Stage):**

Tactic/Strategy	Points
My institution has a clearly articulated case statement describing why and how to invest in graduate education.	
My institution has a list of funding opportunities at various contribution levels that describe our needs and the impact a gift will make.	
I know how to respond when asked, "What is your top priority?"	
<b>Subtotal</b>	

**Solicitation Channels (Solicitation Stage):**

In my organization, we solicit gifts...	Points
Using mass marketing efforts (e.g., direct mail/letters, emails, and phoning)	
Using digital tools (e.g., peer-to-peer or crowd-funding platforms, social media, and participating in university-wide or our school's giving days)	
Using online giving (e.g., the graduate school and/or university giving page(s))	
From foundations, corporations, and government agencies	
Through major gift solicitations	
<b>Subtotal</b>	

**Gift Acknowledgement, Fund Management, & Impact Reporting (Stewardship Stage):**

Tactic/Strategy	Points
In my organization, every donor gift for graduate education is promptly acknowledged.	
In my organization, the size of the gift determines who acknowledges the gift.	
In my organization, every donor-established fund for graduate education is documented, and its status and purpose are known.	
In my organization, we regularly report to donors about the impact of their philanthropic support for graduate education.	
In my organization, donors can meet students and faculty who receive their support.	
<b>Subtotal</b>	



**My Point Total:** \_\_\_\_\_

**Understanding Your Score:**

**40-63 Points:**

**Good Going Grad School:** Your development program is solid and ready to be fine-tuned to take your fundraising efforts to the next level.

**18-39 Points:**

**You're On Your Way:** Much of the groundwork for your school's development operation is already in place. It's time to leverage your efforts to create a comprehensive development program.

**0-17 Points:**

**The Best is Yet to Come:** Every step from here is a step toward building your school's fundraising program. You have the opportunity to focus on quick wins as you move forward.