

Fundraising as a Critical Instrument for Improving Graduate Education

Steven W. Matson
Dean, The Graduate School
University of North Carolina at Chapel Hill

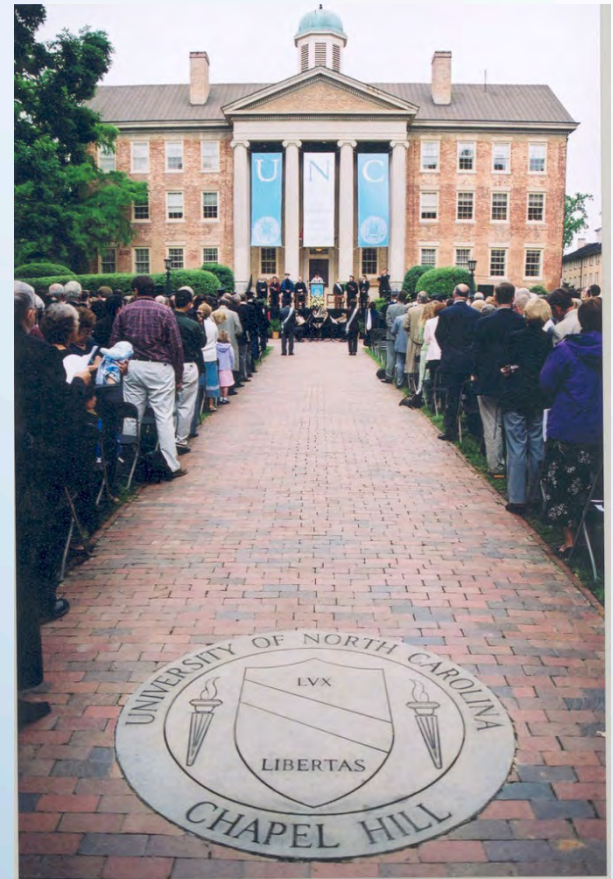


UNC

THE GRADUATE SCHOOL

Fundraising: Part of the Job Description

- Private philanthropy is increasingly important
 - Federal/state support continues to decline
- Fundraising – not rocket science
 - 1) Set academic/financial goals
 - 2) Create a development plan
 - a) Annual Giving
 - b) Major Giving
 - c) Stewardship
 - 3) Develop critical relationships
 - a) Partners in your goal/vision
- Challenges



PhD Hooding Ceremony

Graduate School Development at UNC-Chapel Hill

- Graduate School development team
 - Director of Development
 - Associate Dean
 - Dean's Assistant
 - Communications Director
- Monthly development meetings
 - Review the past month/year
 - Future events; New strategies
- Networking with donors
 - Lunches, dinners, other events
- University Advancement



Building a Donor Base

- Alumni are your best friends
 - >75% of our donors are graduate alumni
- Recognition event
- Hooding ceremony
- Alumni newsletter
- Tar Heel Footprints



Annual Giving

What makes a solicitation effective???

- Need – what will funds be used for
 - Support for people/students, not your school/organization
- Simple, easy to understand
- Timing
- Personal connection established



Mid-level Giving Opportunities

- Donor goal – provide significant support with a ‘naming’ opportunity
- Example – program providing summer research support for humanities/fine arts
- Fundraising opportunity with a specific goal
 - Matching funds from The Graduate School

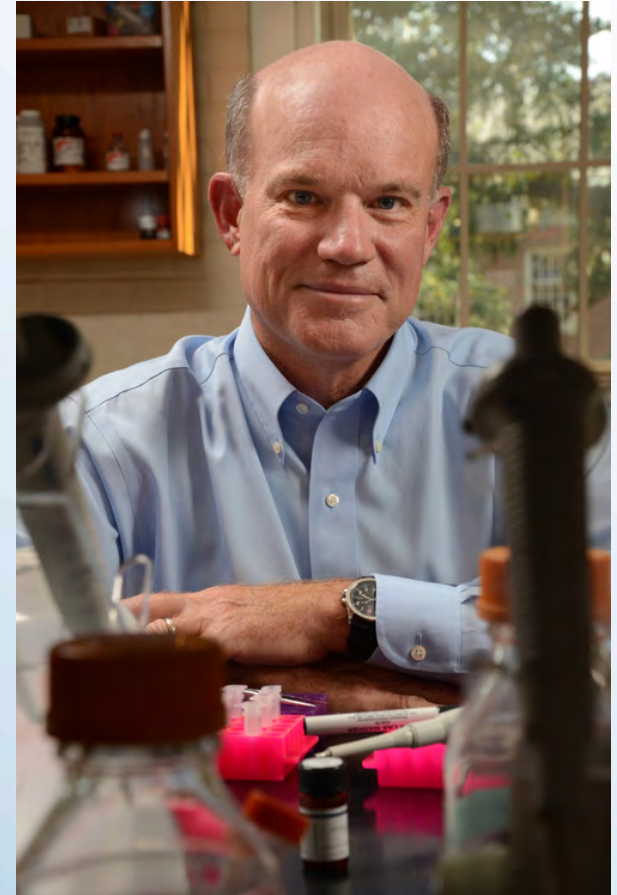


Reception honoring summer research fellows and donors



Major Giving Opportunities

- Donor goal – significant impact on graduate education in perpetuity
 - Royster Society of Fellows
 - 5 years of support in an interdisciplinary program
 - Term Professorships in The Graduate School
 - Support for professor and graduate student
 - Semester/year non-service named fellowships



Dr. David Pfennig
Director, Society of Fellows

Stewardship is *Critical*

- Thank You - for ALL gifts
 - Timely and personal
- Information
 - *The Fountain* publication
- Contacts and interactions throughout the year
 - Meetings with the Dean
 - Meeting students they are supporting
- Annual reports for major donors
 - Video, book of letters from students, etc.
- Invitations to events, tickets
- Involvement in boards



Graduate Education Advancement Board

- Mission
 - The Graduate Education Advancement Board assists the Graduate School and the University in generating broad support and funding for graduate education at UNC-Chapel Hill
- Membership
 - Significant donors
 - Community/state leaders
 - Alumni
 - Legislators



Board Development Committee

- Lead GEAB advancement efforts to identify prospective donors and secure annual, expendable, endowed and planned gifts
- Determine membership profile and level of financial commitment
- Identify and contact new members who match the profile; maintain an active membership



- Development is important
- Development is not as hard or complicated as it seems
- Development is rewarding

THANK YOU

