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# Fundraising as a Critical Instrument for Improving Graduate Education: The Laney Graduate School Perspective

Council of Graduate Schools Annual Meeting  
December 4, 2013

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# Setting Goals and Making the Case

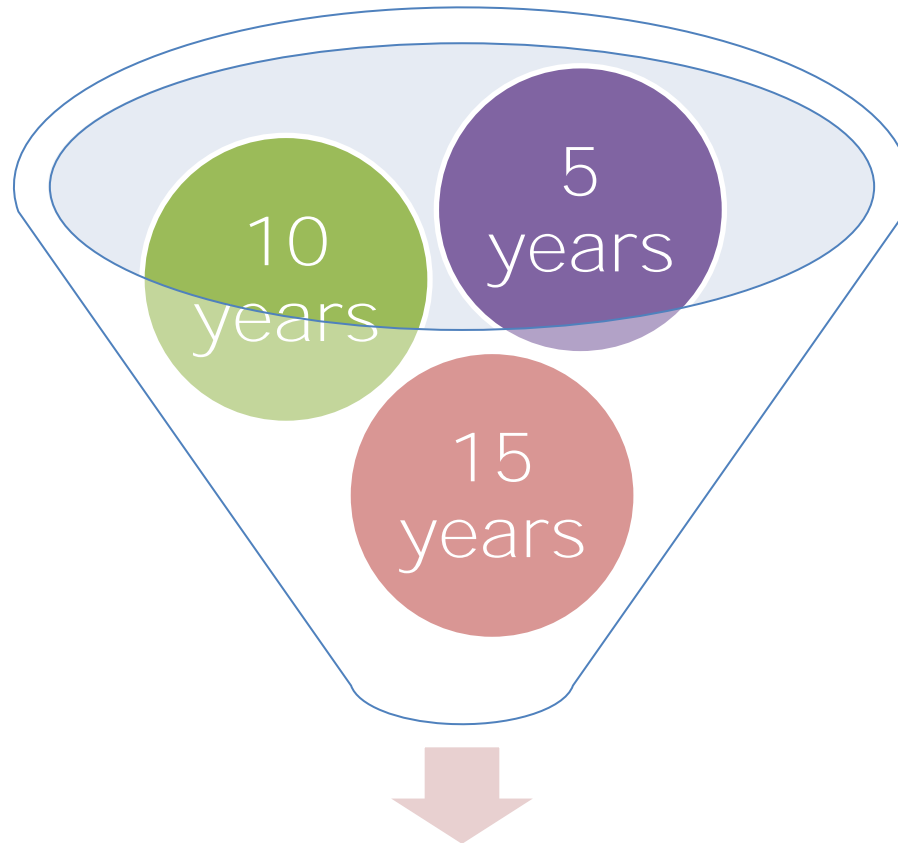


Lisa Tedesco



## Setting Goals and Making the Case

### Identify priorities



OVERALL GOALS



## **Setting Goals and Making the Case**

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### **LGS Dean's Goals**

**Academic Identity**

**Professionalization**

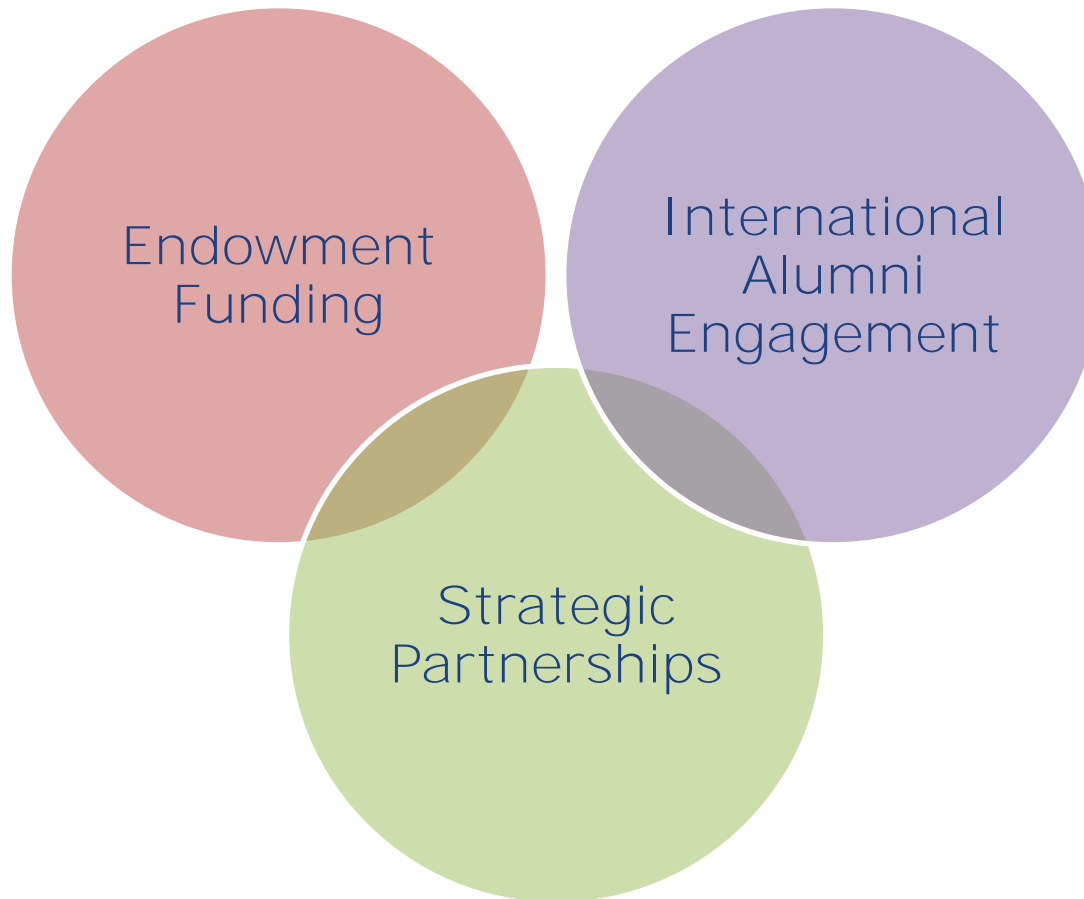
**Inclusion/Diversity**

**Internationalization**



## Setting Goals and Making the Case

### Vehicles to achieve goals

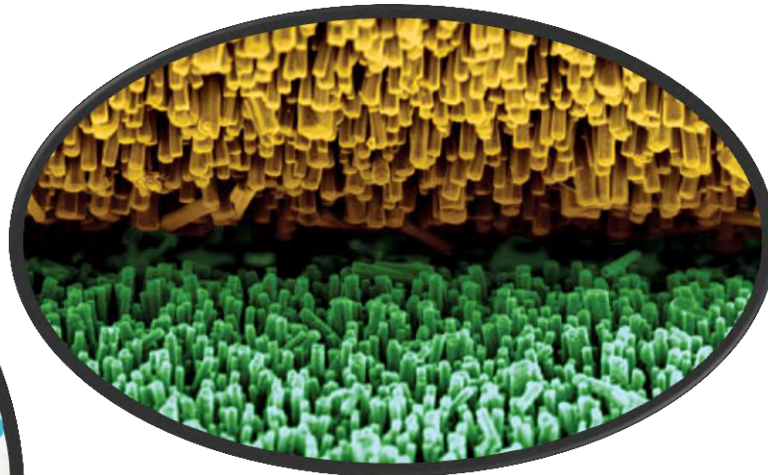






# Setting Goals and Making the Case

**Identify distinctive program features**



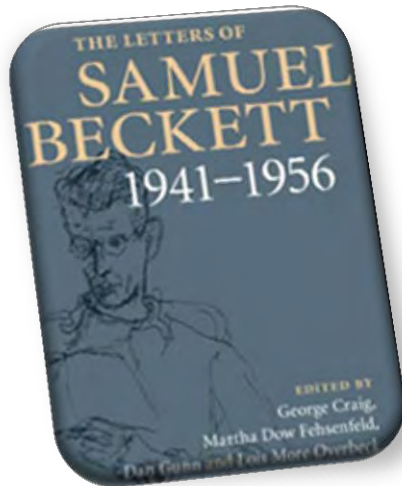


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## Setting Goals and Making the Case

**Identify prospective partnerships and innovative funding opportunities**



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**The Robert T. Jones, Jr.  
Program**



THE BRICKMAN/LEVIN FUND





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## Setting Goals and Making the Case



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**BEST**





## Setting Goals and Making the Case



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# Cultivating Internal and External Leaders for Philanthropic Growth



Katie Busch



# Cultivating Internal and External Leaders for Philanthropic Growth

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## Donor Constituencies



Identification and  
cultivation of donors



On-campus cultivation  
of students



Special projects to engage  
new external donors



# Cultivating Internal and External Leaders for Philanthropic Growth

## The Fundraising Process

IDENTIFICATION

**Who are your prospects?**

CULTIVATION

**Involve your prospects.**

SOLICITATION

**Turn your prospects into donors.**

STEWARDSHIP

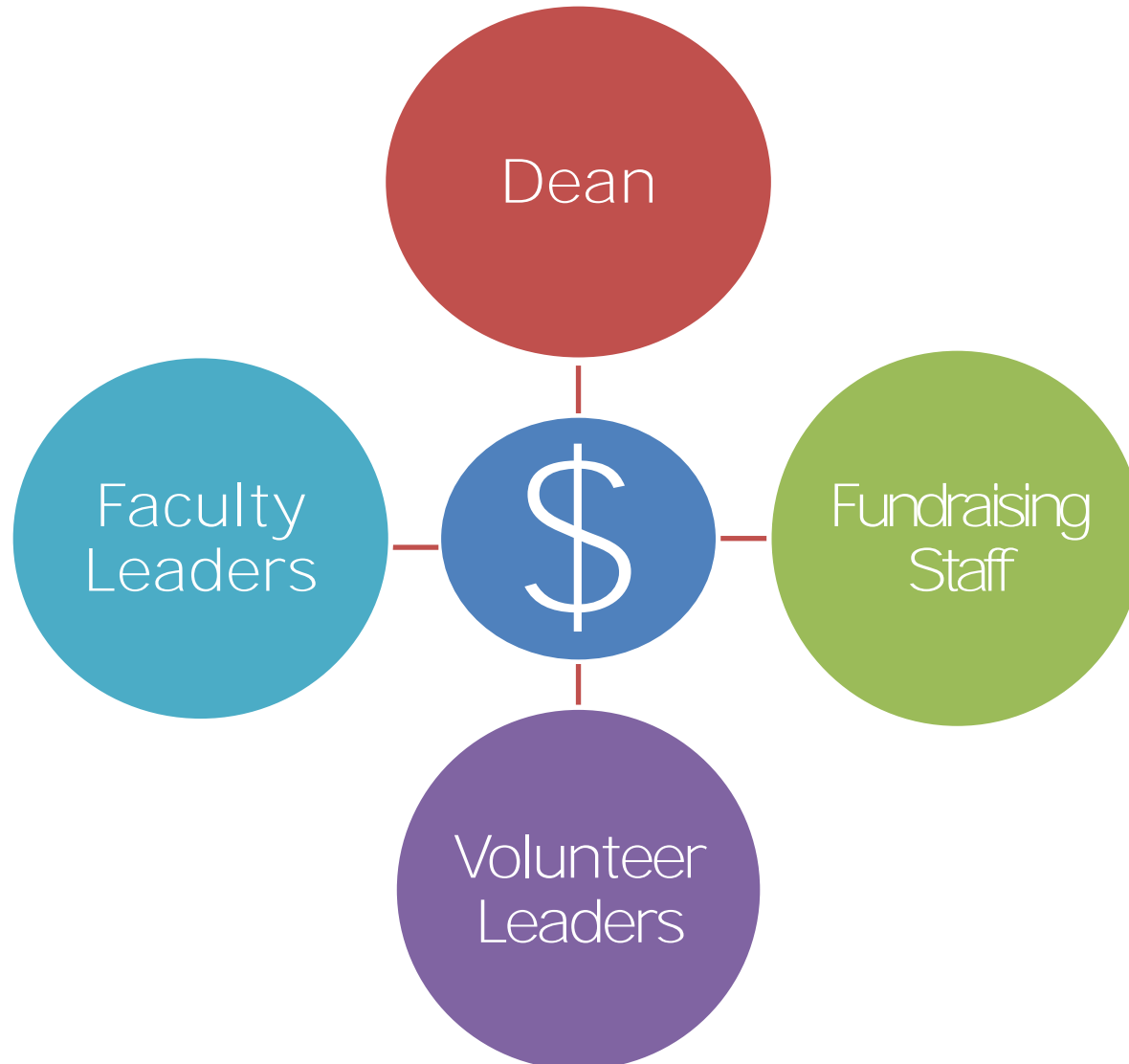
**Keep your donors engaged, happy, and renewing their gifts.**





# Cultivating Internal and External Leaders for Philanthropic Growth

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## Cultivating Internal and External Leaders for Philanthropic Growth

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# Cultivating Internal and External Leaders for Philanthropic Growth

## Opportunities for connection and advancement.



### PROFESSIONAl DeVeLopMEnt SuPPoRT

Great research doesn't happen in a vacuum (physics excepted). Graduate students must attend conferences, gain specialized training, and conduct preliminary studies before they can secure external funding for their research. Professional Development Support funds—provided by annual gifts to the Laney Graduate School—make that possible, giving our students a leg up on the competition and preparing them for grant success.

Apply for funding.  
Cost:  
We pay YOU.

Make a gift for  
Professional  
Development  
Support.

Attend a lunch.  
Eat, listen, and ask  
questions.  
Cost: Free.

Support Pathways  
Beyond the  
Professoriate  
with a gift.



### PaTHWaYs BeYonD the PRoFESSorIATe

This on-campus lunch series connects students with alumni who have chosen alternative career paths both inside and outside of academia. Presenters discuss how skills, knowledge, and experiences from the Laney Graduate School have helped them transition to new careers. Previous speakers include Beth Schapiro, founder of marketing research and strategy company, and Giles Shih 99PhD, president of biotechnology company, International.

### Be a protégé.

Connect with a graduate who can help you transition to a new phase of your career.

Cost: Free.

Support the  
mentoring program  
with a gift.

### Participate.

Bring your best thinking to class; be a PSI Ambassador; engage on Facebook and Twitter; read the blog at [scholarblogs.emory.edu/psi](http://scholarblogs.emory.edu/psi)

Cost: Free.

Support the PSI  
with a gift.



### ALuMNI MeNTOr PRoGRaM

As students progress through their graduate careers, alumni can advise them on finding positions beyond the academy, relocating to specific cities after graduation, and much more. The Alumni Mentor Program, a partnership between the Laney Graduate School and the Emory Alumni Association, pairs students with alumni mentors who fit their interests and needs.



### PRoGRaM for SCHoLaRLY INTeGRITy

Careers in research and academia are full of ethical questions, including the impartiality of peer review and informed consent in human subjects research. A partnership with the Emory Center for Ethics, the Program for Scholarly Integrity provides a cross-disciplinary introduction to the questions of ethics in students' research, training, and careers. The program includes a six-hour core course, discussions, lectures, and workshops and is required for all doctoral students.



# Cultivating Internal and External Leaders for Philanthropic Growth

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**From:** LGS Program Administrators [<mailto:LGS-CONTACT@LISTSERV.CC.EMORY.EDU>] **On Behalf Of** Gilstrap, Melissa

**Sent:** Tuesday, August 20, 2013 10:33 AM

**To:** [LGS-CONTACT@LISTSERV.CC.EMORY.EDU](mailto:LGS-CONTACT@LISTSERV.CC.EMORY.EDU)

**Subject:** Leveraging Your Writing Skills for Many Careers - Aug 30



**To:** Graduate Students

**Cc:** Graduate Program Administrators

**Pathways Beyond the Professoriate: Leveraging Your Writing Skills for Many Careers!**

This event will feature Drs. LaRose Davis, Christine Gross-Loh, and Jennifer Margulis. Learn about them below!

- August 30, 12-2pm
- Room E-338, Dobbs University Center (DUC)





## Fundraising as a Critical Instrument for Improving Graduate Education: NEXT STEPS

- **Set your goals**
  - **Create your case for support**
  - **Cultivate internal and external partners**
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# Thank you!

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