

Fundraising as a Critical Instrument for Improving Graduate Education

Panel Discussion Overview

- ✓ How to make the case for dedicated graduate education support
- ✓ The importance of developing a strong case for support of your graduate school
- ✓ How to build a robust pipeline
- ✓ How to use your pipeline effectively
- ✓ How philanthropy is about more than just money

The Five P's of Graduate School Philanthropy

I. Planning

- ✓ Identify School's Priorities
- ✓ Make the Case
- ✓ Set Philanthropic Goals
- ✓ Identify Prospects
- ✓ Identify Internal and External Partners
- ✓ Present The Case

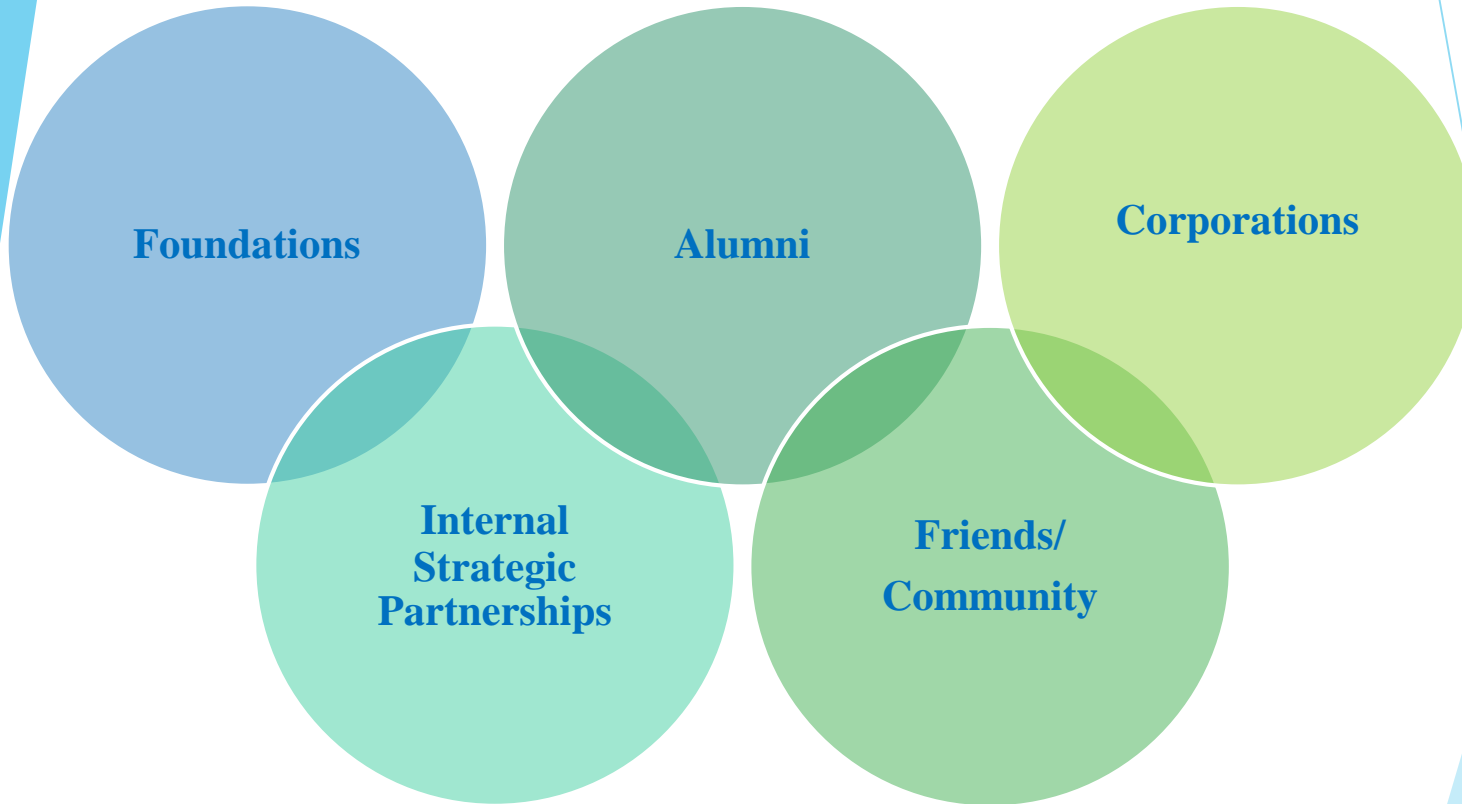
II. Priorities

Fellowships

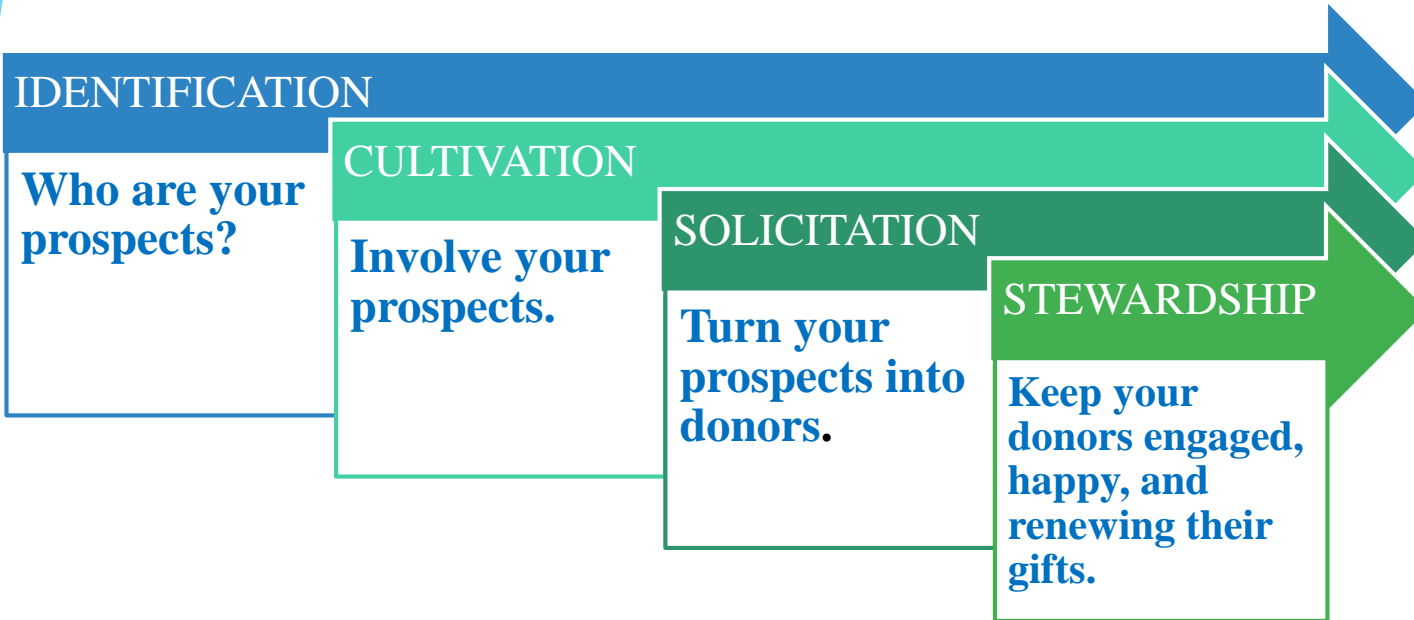
Diversity/Inclusion

**Professional
Development**

III. Prospects



IV. Process



V. Philanthropic Gifts

- Annual gifts – from income
- Major gifts – from assets
- Ultimate gifts – from estates

All are needed for a robust program to help meet the school's fundraising goals and academic mission!

Resources

- Council for Advancement and Support of Education (CASE) – www.case.org
- Association of Fundraising Professionals (AFP) – www.aftnet.org
- Direct Marketing Association (DMA) – www.thedma.org
- Association of Professional Researchers for Advancement (APRA) – www.aprahome.org