Fundraising and the Use of Advisory Boards

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Fundraising Fundamentals

- Establish a case statement and academic goals for fundraising
  - A few well articulated goals
- Overall development plan
  - Establish an Advancement Board
  - Plan for major giving
  - Plan for annual giving
- Developing other critical relationships
  - Partners in your goal/vision
- Stewardship
Vision and Case for Support

- Clear Statement - How graduate education adds value
  - ✓ This varies depending on the audience
- Well articulated priorities/goals
- Specific funding needs to reach goals
- Why ‘donors’ should care
- Results that will occur with sufficient support
Talking Points

• Social value of a graduate education
• Economic value of a graduate education
  – Graduate students make it possible to attract external funding; job creation; economic multiplier
• Institutional reputation is related to quality of graduate programs
• Tuition remission for out-of-state students
  – Funding our doctoral students
• Value of providing graduate education for out of state students
  – Graduate School is not subject to out-of-state enrollment caps
Vision and Case for Support

- Clear Statement - How graduate education adds value
  - This varies depending on the audience
- Well articulated priorities/goals
- Specific funding needs to reach goals
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- Results that will occur with sufficient support
Academic Goals at UNC-Chapel Hill

❖ Attract high quality students by competing nationally/internationally for the best students
❖ Provide support for all first year students
❖ Minority student recruitment/support
❖ Interdisciplinary graduate education
❖ Support students’ timely progress to degree
Strategies Employed at UNC-Chapel Hill

- Monthly development meetings
  - Review the past month
  - Discuss future events
  - Develop strategies

- Graduate Education Advancement Board
  - Specific for UNC-Chapel Hill

- Relationship with UNC legislative liaisons
  - State level

- Visibility with the Board of Trustees

- Networking
Public institutions must educate & influence a wide range of stakeholders/constituents

- Internal constituents include:
  - Chancellor/President
  - Board of Trustees

- External groups include:
  - Board of Governors for UNC system
  - State General Assembly (Senate and House)
  - Governor
  - Private enterprise
  - Public
  - Alumni
Major Giving Opportunity

Donor goal – make a significant impact on the University and graduate education in perpetuity
- Interest in establishing a program that would transform graduate education
  - Worked with donor during all phases of establishment

Royster Society of Fellows
- 5 years of support – 2 nonservice years
- Stipend, full tuition & fees, HI, travel
- Interdisciplinary learning society
- Ambassadors / leadership
- Endowed professor to oversee program
Financial Contributions Toward Stipends: Society of Fellows 5 Year Model

Student's Year

Year One  Year Two  Year Three  Year Four  Year Five

Grad Sch  Program
Royster Society Impacts
Academic Goals

- Attract high quality students/support for all first year students
- Minority student recruitment/support
- Interdisciplinary graduate education
- Support students’ timely progress to degree
Interdisciplinary & Timely Progress Goals

- **Donor Goals** – direct & significant impact to one or a few students
  - $500-700K to endow 1 fellowship
  - Support for summer fellowship program

- **Dissertation Fellowships**
  - 1 final year, stipend, tuition & fees, HI, travel
  - Reward for excellence, enables quality, timely completion
  - Interdisciplinary learning society
Stewardship - Critical

• Appreciation
• Information on the good outcomes resulting from their gift
• Recognition of donor
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
  – Community/state leaders with an interest in supporting graduate education
  – Significant donors contributing to graduate education
  – Legislators
  – Alumni in leadership positions
Put the Advancement Board to Work

 ➢ The GEAB at UNC-Chapel Hill meets twice each year
   – Work to achieve a balance between social activities and education/work

 ➢ GEAB members are asked to host alumni events at various locations
   – Try to do two of these each year
   – GEAB support reduces our cost

 ➢ GEAB members with special expertise work on projects with the Graduate School

 ➢ Graduate School staff are always available to advise the public officials on the board
   – Contacted by legislators for information
Working with the Board of Trustees

- Attend bi-monthly BOT meetings
  - Visibility is important
  - Raise issues of importance for graduate students
- Organize an annual lunch with BOT and faculty focused on graduate education
- Former trustees appointed to the GEAB
  - Continues their contact with university and graduate education; they are influential
- Networking at university events
- Invitations to major Graduate School events
  - Graduate student recognition ceremony
  - Hooding ceremony at commencement