

# Graduate Education Fundraising at UNC-Chapel Hill

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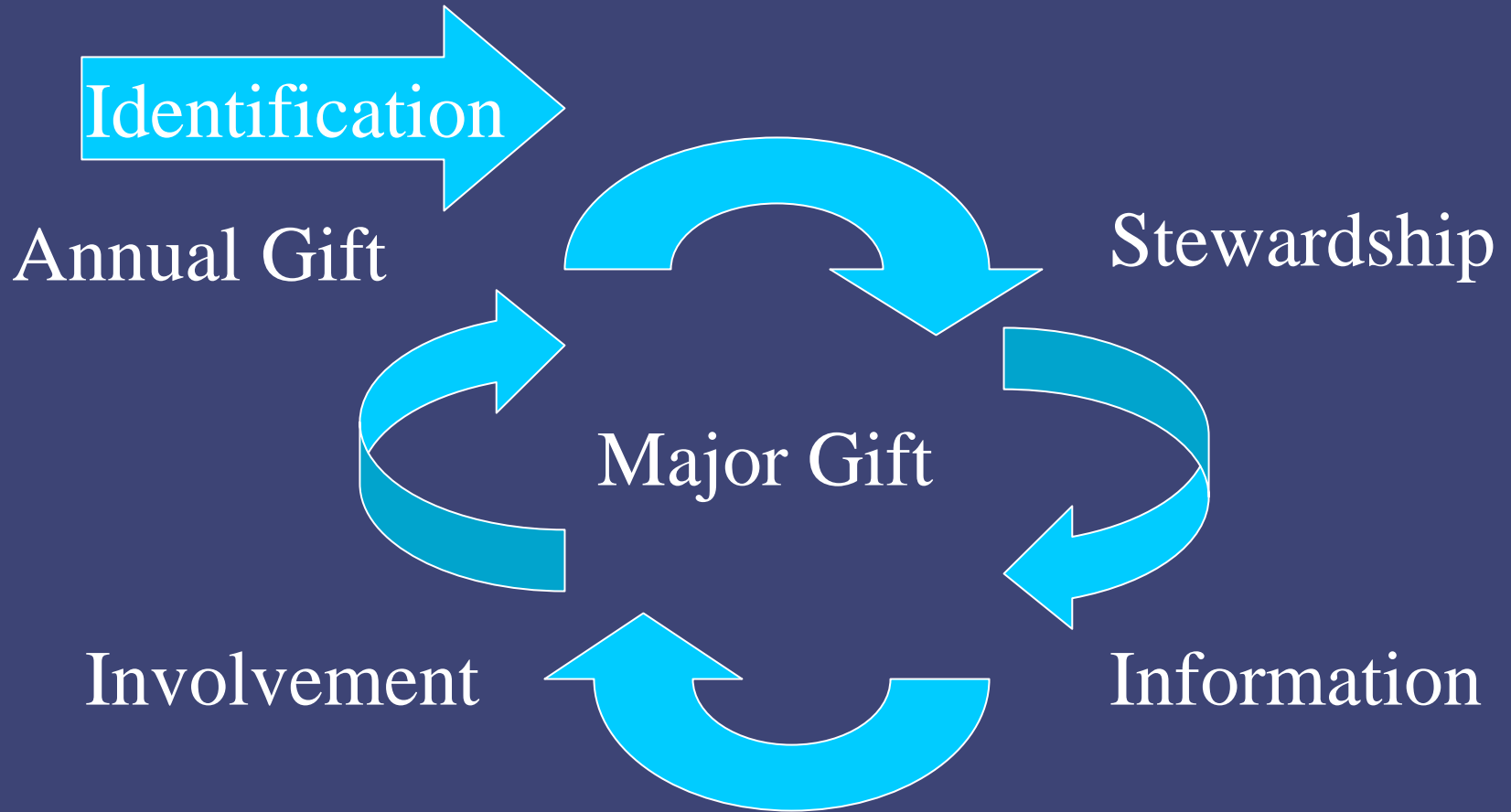
# Graduate Education Fundraising

- Annual Giving
- Stewardship
- Academic Goals



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*at* CHAPEL HILL

# Investment Cycle



# What is “Annual Giving”

- From donor’s discretionary income
- Large personal commitment not required
- Simple decision
- Written appeal stands on it’s own



# Annual Giving = Pocket Change

- Produces a small percentage of your overall funds
- Small yield on mailed solicitations



# Annual Giving is Important

- Provides “seed corn” for development initiatives
  - Small but consistent annual funding
  - Discretionary income
    - Dean’s Fund
    - Other discretionary type funding
- Identify potential major gifts prospects
  - Dean’s Club and other giving levels



# Annual Giving

- What makes a solicitation effective???



# Annual Giving

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



# Annual Giving

- Special solicitations
- Special events or goals
  - 100<sup>th</sup> Anniversary of Graduate School
  - Scholars for Tomorrow
  - Sequoyah Fellowship



# Stewardship - Critical

- Appreciation
- Information on the good outcomes resulting from their gift
- Recognition of donor



# Stewardship: Annual Gifts

- Thank You - for ALL gifts
  - Timely
  - Personal
- Information regarding results
  - Dean's Annual Report
  - *The Fountain* publication



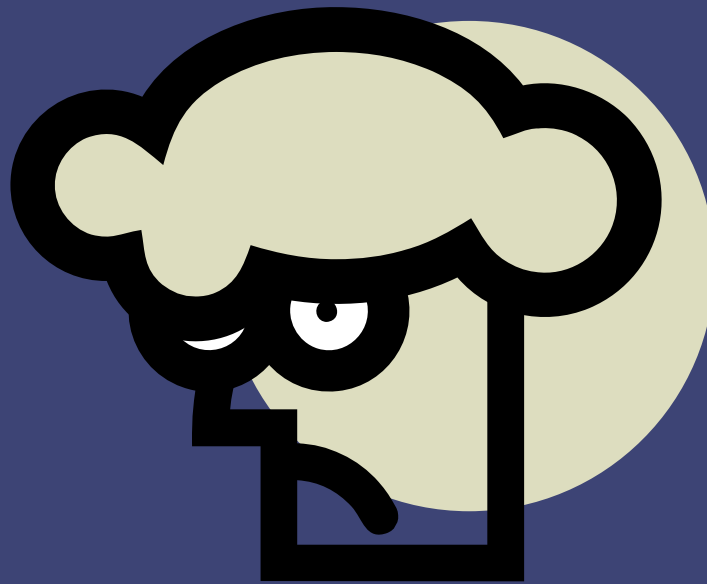
# Stewardship: Major Gifts

- Contacts and interactions throughout the year
  - Meetings with the dean
  - Meeting students whom they are supporting
- Annual reports for major donors
  - Video, book of letters from students, etc.
- Invitations to events, tickets
- Involvement in boards



# Stewardship

- Consequences of BAD or NO stewardship



# Meeting Academic Goals

- What are your academic goals?
- What would you do if you had...
  - \$ 10,000
  - \$\$ 100,000
  - \$\$\$ 1,000,000



# Connecting Academic Goals with Donor Interests & Capability

- Four UNC-CH Academic Goals
  - Interdisciplinary graduate education
  - Attract high quality students
  - Support students' timely progress to degree
  - Minority student recruitment/support



# Recruitment & Interdisciplinary Goals

- Royster Society of Fellows
  - 5 years of support – 2 nonservice years
  - Stipend, full tuition & fees, HI, travel
  - Interdisciplinary learning society
  - Ambassadors / leadership
- Donor goal – make a significant impact on the University and graduate education in perpetuity

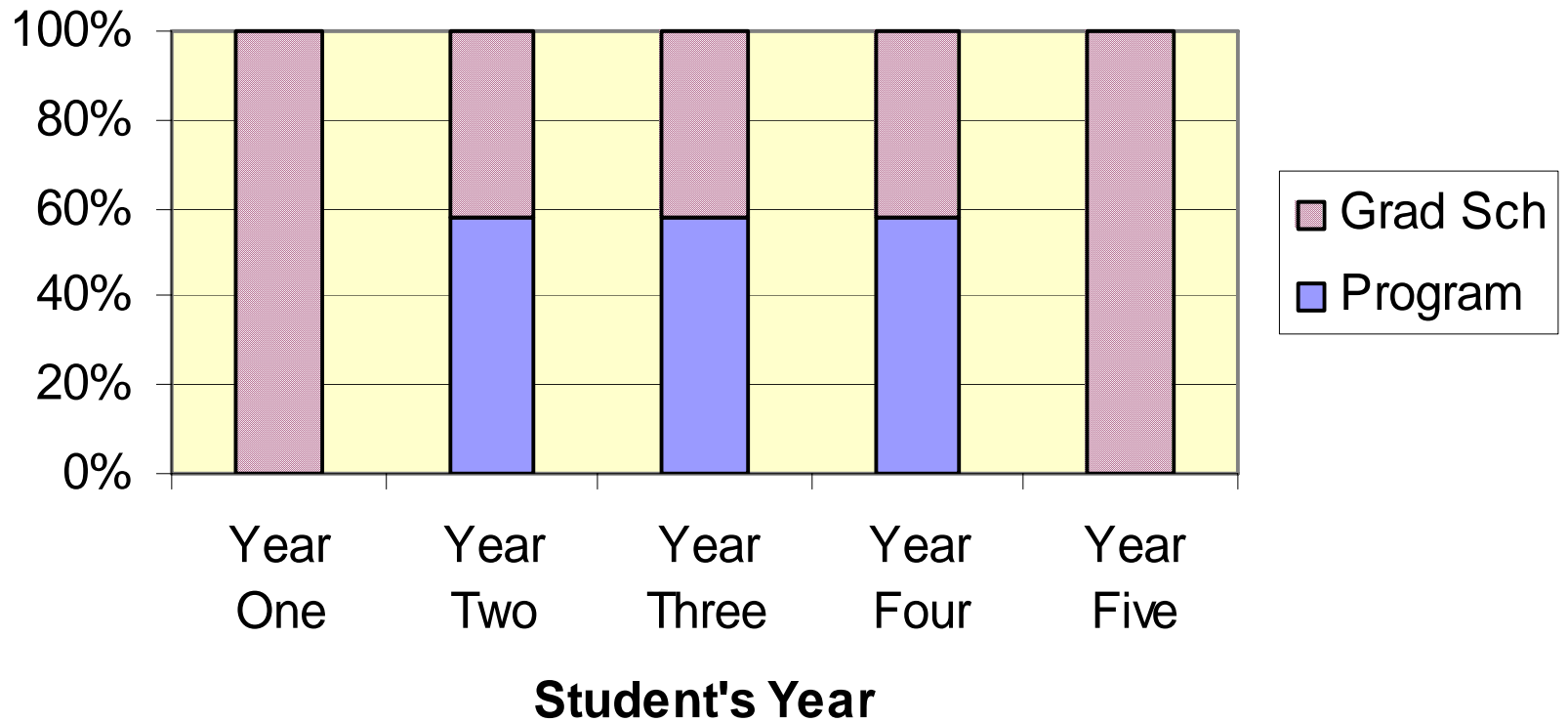


# Royster Society of Fellows

- Structure
  - Partnership with graduate programs
    - Builds on RA / TA in middle 3 years
  - Helps graduate programs recruit top students
- Financial
  - Highly capable donor necessary
  - \$8 million – 8 new fellows, 40 total



## Financial Contributions Toward Stipends: Society of Fellows 5 Year Model



# Interdisciplinary & Timely Progress Goals

- Dissertation Fellowships in the Society of Fellows
  - 1 final year, stipend, tuition & fees, HI, travel
  - Reward for excellence, enables quality, timely completion
  - Interdisciplinary learning society
- Donor Goals – direct & significant impact to one student each year in perpetuity
  - \$500k to endow 1 fellowship
  - Stewardship exceptional



# Interdisciplinary & Recruitment Goals

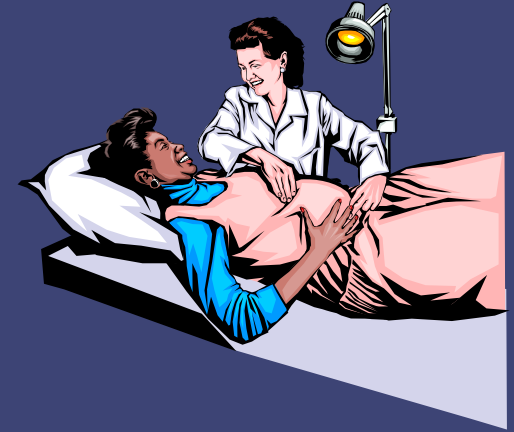
- Scholars for Tomorrow
  - Stipend, tuition & HI for 1 year
  - Interdisciplinary learning seminar – 1 credit
  - Each group of 8-10 students has faculty leader
  - Interdisciplinary topics that change



# Computational Sciences



# Health Ethics



# Aesthetics in Society



# Culture in Society



# Global Studies



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# Scholars for Tomorrow

- Structure
  - Partnership with graduate programs
    - Builds on RA / TA base stipend from department
    - Stipend supplement from Scholars program
    - Graduate School & dept. share tuition, HI
  - Helps graduate programs recruit top students
- Financial – less costly, more students
- Opportunities for donors
  - More can participate - \$5K
  - Donor goals focus on both students and topics



# Minority Recruitment/Support & Timely Progress Goals

- Sequoyah Dissertation Fellowship
  - Supports American Indian students and scholarship
  - Final year, in Society of Fellows
  - Supporting with expendable funds
  - Goal of having it endowed
- Women in Sciences Fellowships
- Donor goals – minority student support



# Timely Progress & Interdisciplinary Goals

- Research Scholars
  - Supports students in preparing dissertation proposal
  - One semester
    - Stipend, HI, tuition
  - Support with expendable funds
- Enables many donors to participate



# Academic Goals Matched With Donor Goals

- Graduate School's
  - Program goals
  - Financial needs
- Donors'
  - Interests
  - Financial ability

