Fundraising as a Critical Instrument for Improving Graduate Education: The Laney Graduate School Perspective
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Setting Goals and Making the Case

Lisa Tedesco
Setting Goals and Making the Case

Identify priorities

OVERALL GOALS

10 years
15 years
5 years
Setting Goals and Making the Case

**LGS Dean’s Goals**

- Academic Identity
- Professionalization
- Inclusion/Diversity
- Internationalization
Setting Goals and Making the Case

Vehicles to achieve goals

Endowment Funding

International Alumni Engagement

Strategic Partnerships
Setting Goals and Making the Case

Identify distinctive program features
Setting Goals and Making the Case

Identify prospective partnerships and innovative funding opportunities

The Robert T. Jones, Jr. Program

THE BRICKMAN/LEVIN FUND
Setting Goals and Making the Case

NIH + LANEY GRADUATE SCHOOL = BEST
Setting Goals and Making the Case

NIH + LANEY GRADUATE SCHOOL = IMSD
Cultivating Internal and External Leaders for Philanthropic Growth

Katie Busch
Cultivating Internal and External Leaders for Philanthropic Growth

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.
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Apply for funding. Cost: We pay YOU. Make a gift for Professional Development Support.


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.

PaTHWaYS BeYOND the PROFESSIONALATE
This on-campus lunch series connects students with alumni who have chosen alternative career paths both inside and outside the Laney Graduate School. Presenters discuss how skills, knowledge, and connections gained through graduate school have helped them redefine their career trajectories. Previous speakers include Beth Schapiro, founder and CEO of Ibbotson Associates; and Dr. Giles Shih 99PFD, president of biotechnology company Syntellia.

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.

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.

Participate. Bring your best thinking to class; be a PSI Ambassador; engage on Facebook and Twitter; read the blog at scholarblogs.emory.edu/psi. Cost: Free. Support the PSI with a gift.

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.
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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
Thank you!

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