

UMASS DARTMOUTH OFFICE OF INSTITUTIONAL ADVANCEMENT

Engaging Alumni, Friends, Corporations and Foundations in the
Private Support of Public Higher Education

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INSTITUTIONAL ADVANCEMENT

The Advancement Office is the publicly supported university department that actively secures and stewards a broad array of private philanthropic resources to support the scholarly development and personal growth of UMass Dartmouth students, and to promote the graduation of thoughtful citizens who will contribute to the intellectual and economic capital of the region and beyond.

THE UMASS DARTMOUTH FOUNDATION

The UMass Dartmouth Foundation is the 501(c)(3) non-profit entity that allows individuals, corporations and foundations to receive a tax benefit for making a charitable contribution.

WHAT DO WE *REALLY* DO??

We build relationships

We serve as ambassadors who try to match donor interest with institutional need

We “–ate”...we collaborate, orchestrate, translate, advocate & negotiate

We are part of the institution’ long-term investment strategy

OUR MANTRA

Why Them?

Why Us?

Why Now?

WHAT WE SEEK SUPPORT FOR

- ✖ Supporting Student Access and Success: scholarships, internships, travel funds, undergraduate research, fellowships, bar pass stipends, book funds, emergency funds
- ✖ The Research Enterprise: capital and equipment needs, program support
- ✖ Outreach & Dissemination: professional development, student pipeline development, adaptable tools/programs

WHAT WE “OFFER” IN RETURN

Mission – aligned with good cause doing good work

Knowledge – information and insight into your efforts

Reputation – good name and standing in your community

Heartstrings – the way you have touched lives and your ability to move people

Relationship – your connections with leaders, other community groups, residents and institutions

OUR GOALS

FY13 Goal is \$8.2 million

Overarching goals:

- ❖ Increase annual current use support
- ❖ Increase number of new & unique donors
- ❖ Increase amount secured for endowed support
- ❖ Increase number of new endowed funds

HOW WE WILL REACH OUR GOALS

- UMass Dartmouth has over 50,000 living alumni.
- Well under 5% of them have **ever** made a gift to the University.
- We reach out and engage alumni to build affinity among cohorts and back to the campus
- Many who came here because it was “all they could afford” are in a position now to giveback and to help someone like them have a chance
- Showcase student talent - internships, capstone projects, poster presentations, service learning activities all provide prospective employers an opportunity to get to know students and assess how they might fit in their operations.
- Create more ambassadors who themselves are a testament to the success of this institution
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Questions?