

Example of a short document to promote the effort to external audiences. In this case, the fundraising focus is established and the group is ready to reach out to potential donors.

The First Women's Impact Initiative (WII) at ____Institution____: Our Gifts Have Power

We are an intergenerational network of university alumnae, parents, and friends dedicated to addressing the most pressing needs of our time. When we work together, we can turn big ideas into real change. The Women's Impact Initiative offers us all the opportunity to claim our seats, contribute our voices, and connect with a network of women who get it.

Celebrating 130 Years of Women at ____Institution____ (*recognize something unique about women at your institution*)

To honor 130 years of women at ____Institution____, we aim to bring together a group of women to fundamentally alter the demographics of the university's student body moving forward through their engagement and philanthropy; specifically, to inspire at least 130 women to support scholarships and graduate fellowships as part of the first women's impact initiative at ____Institution____.

Distinctly WII

____Institution____ led the way in opening its doors to women who would otherwise have been unable to pursue higher education 130 years ago. Today, standing on their shoulders, the women of ____Institution____ are dedicated to expanding access much further. Our focus? Investing in Pell-eligible, DACA, and undocumented undergraduates who have been historically excluded from selective colleges and bringing more women and people of color into our graduate and professional schools. We look forward to saying "the women of ____Institution____ made that possible" as the entire university benefits from the presence and contributions of these students.

Undergraduate Student Support

WII will increase the number of admitted undergraduate students who are Pell-eligible or have DACA or undocumented status through scholarships to be matched by [*fund name*]. Endowed scholarships require a gift of at least \$100,000. The [*fund name*] will match up to \$25 million.

Measurable Impact on a Crucial Priority

Unlike most endowed scholarships, which are budget-relieving, these funds are additive and directly support the highest aspirations of Undergraduate Admissions and the university's DEIJ goals:

- WII will enable ____ *the Institution* ____ to sustainably and incrementally increase the number of admitted students who are Pell-eligible or who have DACA or undocumented status **by eleven each year for the next ten years.**
- WII will **be the catalyst to unlocking the \$25 million** in matching support from [*the fund name*]. We can raise half (if not more) of the money needed, helping the university meet its goal and in record time, which will enable ____ *the Institution* ____ to begin admitting more students from historically marginalized communities as soon as possible.
- Matching funds will **double the impact of every gift made by a member of WII.** For some, this will be their first major philanthropic commitment at ____ *the Institution* ____ and their support will have an immediate impact that they can see and feel. Endowed gifts also ensure a relationship with ____ *the Institution* ____ in perpetuity, inspiring

lifelong connections among donors and the university.

Creating an Inclusive Community

A powerful framework for social change, these funds will support the students who are most impacted by our need-aware practices. At a time when ____*the Institution*____ is receiving record numbers of applicants and enrolling the most diverse (and largest) incoming classes in its history, WII can help close the divide in our unequal society by ensuring that ____*the Institution*____ brings the varied experiences, insights, and perspectives to our campus that are vital to a vibrant and informed intellectual community.

Graduate and Professional School Student Support

WII will also **increase the diversity of students in our graduate and professional schools programs** by creating new scholarships and fellowships between now and the end of the [*name of campaign*] campaign on [*campaign end date*].

- A minimum commitment of \$100,000 will establish an endowed scholarship fund for medical, dental, nutrition, veterinary and business school students.
- A minimum commitment of \$250,000 will establish an endowed fellowship for doctoral students at all of our professional and graduate schools.
- A commitment of \$300,000 would establish a three-year collaborative research postdoctoral fellowship to advance mission-driven research and innovation across two or more disciplines at the university.

The Deans at all of the professional and graduate schools have prioritized financial aid to reduce the indebtedness of graduating physicians, dentists, nutrition scientists, veterinary doctors, policy makers, and international affairs leaders. Financial aid also enhances the diversity of students enrolled in programs across ____*the Institution*____ and is crucial to achieving equity among traditionally underrepresented groups in research at each of these schools.

Measurable Impact on a Crucial Priority

Graduate students are crucial to the ecosystem of a Research I university and supporting them is among the university's highest priorities. They drive innovation, teach and mentor undergraduates, and their scholarship has a direct impact on research and faculty retention. They are also candidates for future tenure-track positions at ____*the Institution*____ and other prestigious institutions. Their presence directly enhances the university's reputation tremendously (i.e., peer assessment has a relative percentage weight of 20% in US rankings).

Fellowships also provide an extraordinary return on investment. **One recent generous gift for a new joint doctoral program increased the number of diverse applicants by 230% in just four years** by providing full funding for tuition and competitive stipends. The influx of outstanding students directly improved faculty recruitment and retention, which is why increasing paid fellowships for highly competitive doctoral candidates is a universal goal throughout the academy. Fellowships are a pathway to launching students into successful careers as thought leaders, policymakers, knowledge producers, and change agents.

The women of ____*the Institution*____ could lead this first-time effort, while enhancing the university's research capacity in critical fields such as health and biomedicine, mental health, humanitarian assistance and migration studies, economics and public policy, Black maternal health, climate change and environmental policy, food security and famine, nutrition, and precision medicine, among others.

Creating an Inclusive Community

To take on the most pressing issues of our time, ____*the Institution*____ must graduate scientists, clinicians, policy makers and global leaders who reflect the communities they seek to help. For most students, financial aid, in the form of scholarships and fellowships, is the most important tool to breaking down traditional barriers, reducing indebtedness, and ensuring access and inclusion to the myriad of opportunities they wish to pursue, from teaching to research to public service.