



Frequently Asked Questions

1. How were the goals and priorities set for Duke WIN?

Duke WIN began about the time the Duke Forward campaign publicly launched in 2012, providing the backdrop, momentum, and incentive for Duke WIN. We started by examining patterns of alumnae volunteer engagement and financial support through prior university studies, a national expert in women's philanthropy, a 14-person alumnae task force, an online alumnae survey, alumni data analytics, and national research. Our findings informed a strategic plan, including Duke WIN's goals and priorities.

2. How is Duke WIN different from Duke Alumni Association's (DAA) Women's Forums?

Women's Forums provide social networking, engagement, and learning opportunities for alumnae. Programming is largely driven by the alumnae volunteer leadership in those Women's Forum cities, with support from the DAA staff.

Duke WIN builds on the engagement created by the DAA Women's Forums to identify and work with women who are ready to take the next step into a deeper and more influential relationship with their alma mater—including through their charitable giving. We work with women (some of whom have been active with Women's Forum and many who have not) who want to help shape Duke's future through their time, talent, and treasure. Money is power and influence; we're elevating the conversation around how women can do that both effectively and meaningfully.

3. Is Duke WIN just about raising money for Duke?

No. Duke WIN is about elevating more women into positions of volunteer and philanthropic leadership. However, the two are strongly linked. Women are underrepresented on Duke's primary volunteer boards—currently representing 29%. This is partly owing to the correlation between financial support and consideration for board membership—and the fact that Duke alumnae give, on average, less than half as much as alumni.

WIN also works closely with colleagues around campus on specific ways to identify and cultivate more women for volunteer leadership and giving, based on their overall alumnae population and their distinct programmatic and faculty priorities. WIN's collaboration with The Fuqua School of Business is different than that of the Law School or Athletics, but the overall goals around women's financial and volunteer leadership are aligned.

For more giving to Duke statistics, check out page 10 of the Promoting the [Power of Women at Duke infographic](#).

FREQUENTLY ASKED QUESTIONS

4. Can donors give specifically to Duke WIN?

We want to enhance and expand the ways alumni already give across the university. However, our Duke WIN Leadership Council and other Duke WIN members have expressed an interest in exploring a collective giving model that would amplify the impact of an individual's giving.

In the fall of 2016, the WIN Leadership Council members provided seed funding to launch the **Duke WIN Scholarship Endowment** fund for undergraduate women leaders. In the spring of 2017, the fund crossed the minimum \$250K needed to qualify for matching funds and activate the scholarship. WIN will continue to raise money for the endowment, but remains committed to working with donors to identify the area at Duke they feel most passionately about - whether that's financial aid, faculty research, or new initiatives.

5. Are Duke WIN members encouraged specifically to support women at Duke?

Donors can always choose how they direct their gifts. We work closely with donors to find the most rewarding match between their interests and Duke's priorities. Our goal is to help donors see the tangible impact their gift has on the broader Duke community of men and women.

6. Why does Duke's internal development culture need to change?

Emerging national research and our own alumnae surveys show that philanthropy, like leadership, is not gender neutral. Women tend to respond to collaborative, high-impact giving opportunities and appeals that emphasize personal connectedness to the institution. Men tend to favor more transactional and high-visibility appeals such as access and recognition.

Fundraising paradigms have traditionally favored approaches and motivators that resonate with men. Now Duke is recalibrating its approach to reflect gender differences and engage women more effectively.

7. This shouldn't be just a women's issue. How are we engaging men?

We agree. Enhancing leadership diversity is a community issue. That's why we're asking all members of the Duke community—alumni, development officers, faculty, and administrators—to champion volunteer leadership that is more representative of our alumni and student bodies.

We also have assembled a Duke WIN Internal Steering Committee of senior administrators and faculty members—both men and women—to advocate for Duke WIN in their spheres of influence and help inform the work of the Duke WIN Leadership Council.

8. Who at Duke is supporting Duke WIN?

Duke WIN has the support of the Board of Trustees; senior administrators and faculty members from across Duke's undergraduate, graduate, and professional schools; Student Affairs; Duke Libraries; the Duke Alumni Association; and many other campus partners.

FREQUENTLY ASKED QUESTIONS

9. How do we involve young alumnae who cannot yet give at the \$100K+ level?

We work with members of our Leadership Council, our campus partners, and the wider Duke WIN network to identify and cultivate young women for engagement and philanthropy. For example, our partners include the Young Alumni Leadership Councils, Baldwin Scholars, and the Penny Pilgram George Women's Leadership Initiative, among others. In the spring of 2017, WIN introduced tiered membership levels for young alumnae. Women who have donated a total of \$25K by their 10th reunion, and \$50K by their 15th reunion, become WIN members.

10. How can I get more involved and help further Duke WIN's goals at Duke?

Your visionary gift and volunteer leadership will make Duke stronger and more representative of its alumni and student body. You will also join women across the country who are harnessing their talents and financial resources to bring about positive change.

You can activate change at Duke by:

- **Leading the way through an influential gift.** Contact Duke WIN director Bridget Booher '82, A.M. '92, to explore how you can join with other women to make a leadership gift that shapes the future of Duke.
- **Leading the way through a volunteer leadership role.** To find out ways to share your unique perspectives and skills to make Duke even stronger, check out the [Volunteer Engagement Opportunities infographics](#).

11. Will students benefit from Duke WIN?

Yes. There are a number of ways Duke WIN can impact students—immediately and long term. For example:

- **Enhance the student experience:** A 3% increase in the number of alumnae donors giving at higher levels would bring Duke more than \$24 million in new gifts. These funds could immediately impact the student experience by starting the next service-learning program, creating new scholarships, or recruiting a brilliant professor to campus.
- **More women to serve as visible role models:** Increasing the visibility of women leaders at Duke can inspire female students to pursue leadership roles at the university and in their personal and professional lives.
- **Duke has the potential for an even stronger trajectory:** Once its volunteer boards and philanthropic leaders represent men and women in equal measure, everyone in the Duke community will benefit. Across all industries and sectors, gender parity on boards results in better returns on investment, more thoughtful conversations about critical issues, and broader stakeholder satisfaction.

12. Are there other examples of successful initiatives from peer institutions and organizations?

Yes. In one year, Dartmouth alumnae raised \$14.8 million for their college's annual fund and undergraduate scholarships. In two years, Women Moving Millions raised \$182 million to help women and girls. Duke is among a cohort of institutions and organizations nationwide building a groundswell of support and engagement for women.