Frequently Asked Questions

1. Why are we launching Duke WIN now?
Women’s growing social, professional, and economic power is rapidly changing the world. As more women attain advanced degrees and C-suite positions, their management, leadership, and business styles are producing higher performance metrics.

Women are increasingly the primary household breadwinners and purchasing decision-makers. They are also becoming powerful philanthropists. In two years, Women Moving Millions raised $182 million to help women and girls. In one year, Dartmouth alumnae celebrating their 25th reunion helped raise $14.8 million for their college’s annual fund and undergraduate scholarships.

At Duke, women have reached the highest faculty and administrative ranks in many areas, but alumnae have not achieved parity with men in volunteer leadership and financial support. It’s time to change that.

2. How were the goals and priorities set for WIN?
WIN began about the time the Duke Forward campaign was launched, providing the backdrop, momentum, and incentive for WIN. We started by examining patterns of alumnae volunteer engagement and financial support. Our resources included university studies, an online alumnae survey, alumni data analytics, a 14-person alumnae task force, national research, and a national expert in women’s philanthropy. Our findings informed a strategic plan, including WIN’s goals and priorities, published in August 2013.
FREQUENTLY ASKED QUESTIONS

3. Is WIN just about raising money for Duke?
No. Duke WIN has three interconnected and complementary goals:

- Strengthen the pipeline of women for service on Duke’s volunteer leadership boards
- Maximize alumnae giving to bring women’s philanthropic support in line with men’s, ensuring that they are equally valued and influential in the institution’s trajectory
- Enhance the way Duke cultivates and engages women for volunteer and financial leadership at the highest levels

Duke’s success depends on alumni partners to support and guide the institution’s work. Our alumni help shape the arc of Duke’s trajectory through service on volunteer leadership boards and through financial support, including transformative gifts. Yet 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 men—women are underrepresented on Duke’s primary volunteer boards. In fact, they currently fill only 26% of primary volunteer board positions.

Emerging national research and our own alumnae surveys show that philanthropy, like leadership, is not gender neutral. Women tend to respond to collaborative giving opportunities and appeals that emphasize personal connectedness. Men favor more transactional and high-visibility appeals (access, recognition). Fundraising paradigms have traditionally favored approaches and motivators that resonate with men. Duke is recalibrating its approach to incorporate gender differences and engage women more effectively.

4. 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 WIN and help inform the work of the Duke WIN Leadership Council.

5. Who at Duke is supporting WIN?
WIN has the support of President Richard H. Brodhead; 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. Internally, the initiative is led by Duke WIN Director Bridget Booher ’82, A.M. ’92, who is dedicated full time to the initiative’s success.
FREQUENTLY ASKED QUESTIONS

6. How are WIN Leadership Council members selected?
The inaugural council is comprised of members of the original alumnae task force and several other recognized and emerging leaders. It includes past and current members of other Duke boards, including the Board of Trustees, The Fuqua School of Business, Law School, Pratt School of Engineering, The Graduate School, Sanford School of Public Policy, Trinity College of Arts & Sciences, the Duke Alumni Association, Duke Libraries, and the Medical Alumni Council.

These women are among Duke’s most engaged alumnae volunteers and philanthropists, selected with input from our colleagues across campus. Inaugural Leadership Council members will serve a one-year term (2015-2016), during which the Council will establish formal guidelines for the nomination and selection process.

7. Is WIN only for high net worth alumnae?
Duke WIN works closely with the Duke Alumni Association to support engagement opportunities for all alumnae. But WIN is strategically focused on enhancing women’s financial support of Duke and making a case for the connection between philanthropic support and institutional influence.

Right now, WIN membership is open to alumnae who have contributed $100K+ in cumulative giving to Duke. Through their philanthropic support—and the volunteer involvement that often accompanies it—this group has expressed a level of engagement that we can further cultivate and enhance through targeted efforts.

8. How do we involve young alumnae who cannot yet give at the $100K+ level?
Building a strong pipeline of women leaders requires careful attention and sensitivity to where alumnae are in their lives. We will work with members of our Leadership Council and wider WIN network to identify and cultivate young women for engagement and philanthropy, such as inviting them to attend a WIN event as special guests.

9. How is WIN different from the 2003 Women’s Initiative?
The 2003 initiative sought to increase diversity and elevate women across the board at Duke, including employees, faculty, and students. WIN is focused on elevating alumnae to positions of volunteer and philanthropic leadership and creating an internal development culture responsive to the unique characteristics of alumnae engagement.

WIN is also part of a burgeoning national movement in higher education. Our work is informed in part by the Women’s Philanthropy Institute at Indiana University’s Lilly Family School of Philanthropy, the academic leader in conducting and disseminating research on how gender influences giving.
1. How is WIN different from the Duke Alumni Association’s Women’s Forums?
In many ways, the two are aligned, especially in the desire to engage alumnae in active and meaningful ways. Women’s Forums help connect women to the life of the university and build the pipeline of women leaders that we’re promoting with WIN. WIN is especially focused on connecting women to Duke through volunteer leadership, like serving on the Annual Fund Executive Committee or Fuqua’s Board of Visitors, and through philanthropic leadership to fund transformational initiatives such as DukeEngage and Bass Connections.

11. Can donors give to the WIN initiative specifically?
At this point, no. Instead, we want to enhance and expand the ways alumnae already give. We are investigating a number of giving strategies and opportunities consistent with WIN goals and research. The Internal Steering Committee and WIN Leadership Council will play a key role in aligning individual donor interests with Duke’s strategic priorities.

12. Will donations specifically support women at Duke?
Donors can always choose how they want to direct their gifts. Two of Duke’s top women philanthropists have funded innovative programs that benefit all students, while other alumnae have chosen to establish scholarships in honor of their parents or children.

Duke has a range of programs and initiatives that support women specifically, such as a new multidisciplinary effort to address the national shortage of women in STEM fields. 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.

13. Will students benefit?
Yes! There are a number of ways the WIN initiative can impact students—immediately and long term. For example:

- **There is significant donor potential to enhance the student experience:** Even a modest 3% increase in the number of alumnae donors giving at higher levels would bring Duke over $24 million in new gifts. These funds could immediately impact the student experience by starting the next DukeEngage, creating new scholarships, or recruiting a brilliant professor to campus.

- **More women will be visible to serve as role models:** Increasing the visibility of and connection to women leaders at Duke can inspire female students to pursue leadership roles at the university and in their personal and professional lives.

- **The entire Duke community will benefit, including students:** 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. 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 community—including future generations of Duke students and alumni—will benefit from a stronger university.