

# Architecture of Scholarships

Presented by: Lynette Murphy & Angie Zeorlin

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## Part I: Designing the Dream

By: Lynette Murphy



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### Inspiring the donor to build a dream

- How do donors come to university?
  - Self-identified
  - Relationship with current donor
  - Research staff "finds" them
- How do we cultivate them to give?
  - Show that their gifts can make a difference
  - Combine their interests with university's
  - Evelyn Cassat story



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### Laying the Foundation for Gifts

- > Ask probing questions
- > Get to know the donor
- > Update them on school's activities
- > Show them the campus
- > Make them a partner



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### Constructing the Scholarship

- > Endowed or current?
- > Who do you involve in guidelines?
- > What kind of student is donor wanting to assist?

> **MAKE SURE YOU HAVE A PROCESS IN PLACE**



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### Maintaining the Relationship



- > Thank you from student(s) and institution
- > Regular reporting of fund/scholarship balance, recipients
- > Event to bring donors and students together

> <http://www.vimeo.com/5065125>



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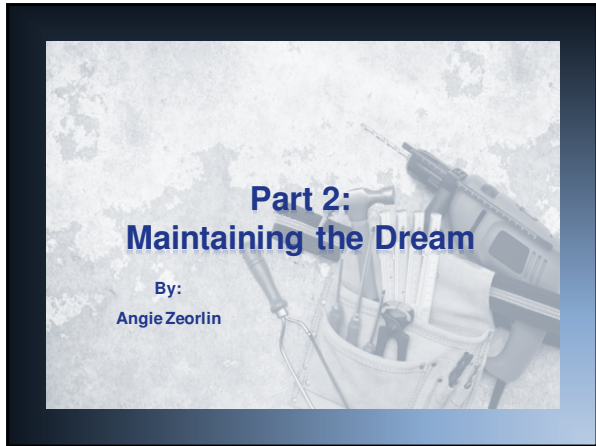
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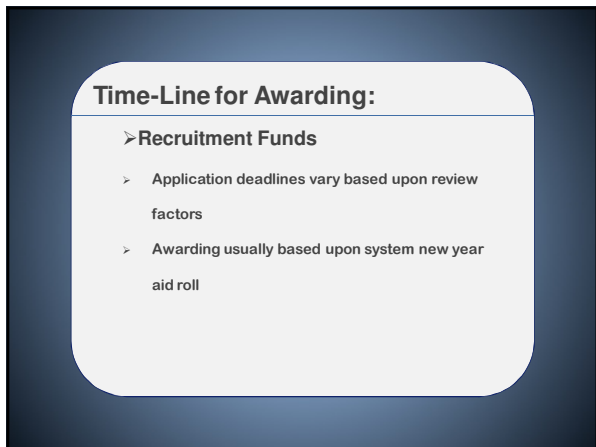
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**Time-Line for Awarding:**

- **Endowed & Current Funds**
  - Aid year allocations usually come at the end of the investment year
  - Best to award before Federal aid is applied

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**Time-Line for Awarding:**

- **Departmental Funds**
  - Application deadlines vary based upon review factors
  - Awarding can begin as soon as allocations are determined
  - Cover a variety of purposes so award timeframes can vary

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**Time-Line for Awarding:**

- **Athletic Funds**
  - Usually determined by coaches
  - Be sure to meet your Division/Conference regulations
  - Awardees files must be closely monitored to avoid costly penalties

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**Time-Line for Awarding:**

- **Outside Source Funds**
  - Typically posted when checks arrive
  - Office policy may determine if estimated awards are posted

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**General Maintenance:**

- Repackaging if award posted after Federal aid
- Zero Batch or Payout reports
- Adjustments due to enrollment changes
- Tying up loose ends before Fiscal Year End

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