

# Giving to Duke

GIVING TO DUKE BRAND GUIDELINES

Giving to Duke works as part of the Duke University system to bring the stories of philanthropic impact to the surface for donors and potential donors.

WE BUILD THE VISUAL TOOLS AND MESSAGING THAT DUKE'S FUNDRAISING TEAMS  
USE TO EDUCATE AND FURTHER ENGAGE OUR DONORS, STUDENTS  
AND ALUMNI WORLDWIDE.

Our goal is to illuminate the many successes and advancements made possible by philanthropic gifts to Duke and to encourage all to participate at whatever level they're able. By clearly defining the Giving to Duke brand, we will outline a single voice for big-picture messaging that can be adapted to suit each department's fundraising efforts. Our donors and prospective donors will come to know us as a unified presence, even as we strive to represent all of the diverse people who comprise our community, and we will continue to share the success stories of philanthropy at Duke with a single voice.

**BRAND STRATEGY**

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# Giving to Duke

BRAND STRATEGY



Duke University  
is an institution  
like no other.

The students, faculty, staff and alumni lend their personality, knowledge and determination to our community, doing the work that will define their careers.

They shape what Duke is, and Duke does the same—their specific efforts, accomplishments and the stories of their pursuits could only happen here.

Giving to Duke exists to share those stories with the world, inspiring others to help make the next generation of incredible Duke success stories possible.

We believe that the  
philanthropy of our donors  
directly drives

positive  
change  
worldwide.

When you give to Duke,  
we'll prove the worth of your gift  
by illuminating its impact on our students,  
our faculty and

our global  
community.

When ambition and drive

intersect with philanthropic giving,

incredible things are possible.

Giving to Duke broadcasts the impact of donor gifts and highlights the breakthroughs made possible by philanthropy to help promote further giving.

Giving to Duke is determined,  
genuine, inspiring,  
enthusiastic and committed  
to excellence.



Our mission is to shine a light on what makes Duke special, prompting philanthropic participation for generations to come.

Giving to Duke offers strategic and organizational support to fundraising partners to bolster their efforts, gathers and analyzes insight from donor behavior to inform future outreach, and provides a platform for the stories of Duke's philanthropy-driven successes.



A successful philanthropic giving cycle includes support of internal teams, stewardship of donors and demonstration of gift impact. We affect each stage of the cycle and ensure that it continues to the benefit of all involved.



# Giving to Duke

VISUAL UNIVERSE

**VISUAL UNIVERSE - BRAND SHAPES**

The brand's visual universe explores geometric shapes inspired by DUKE letterforms.



**VISUAL UNIVERSE - BRAND SHAPES**

Our brand shapes are part of an extendable visual system.



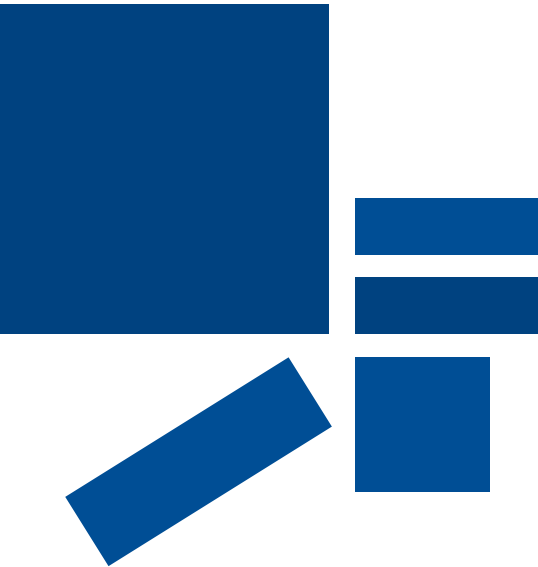
**D-SHAPES**



**U-SHAPES**



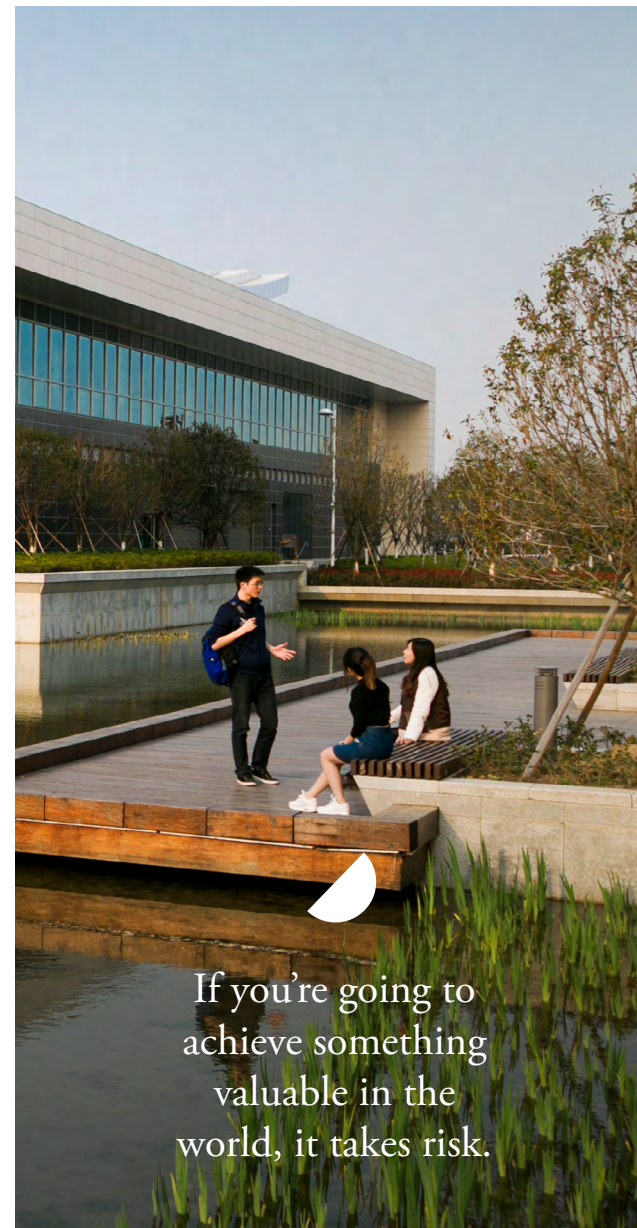
**K-SHAPES**



**E-SHAPES**

## VISUAL UNIVERSE - BRAND SHAPES

Our brand shapes should be present in all Giving to Duke collateral.





## VISUAL UNIVERSE - BRAND SHAPES

Our brand shapes complement and characterize all Giving to Duke brand environments.





## VISUAL UNIVERSE - BRAND SHAPES

Our brand shapes complement and characterize all Giving to Duke brand environments.



## VISUAL UNIVERSE - SHAPE USAGE

Our brand shapes are one of Giving to Duke's most valuable brand assets. These elements make the look of our organization more cohesive and make our visual identity more meaningful and memorable.

### DO'S AND DON'TS

DON'T alter the shape or proportion of the brand shapes in any way.

DO use the shapes in every application.

- Try using just one shape for conservative audiences.
- Try mixing shapes for more progressive audiences.

DO use small, understated shapes when conveying subtlety and exclusivity.

DO use big and bold shapes to suggest accessibility.

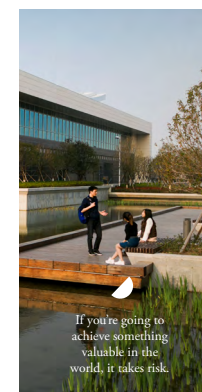
#### USE BRAND SHAPES ON TOP OF IMAGES



#### USE BRAND SHAPES AS CONTAINERS FOR IMAGES OR TEXT



#### USE BRAND SHAPES TO DRAW ATTENTION TO CONTENT



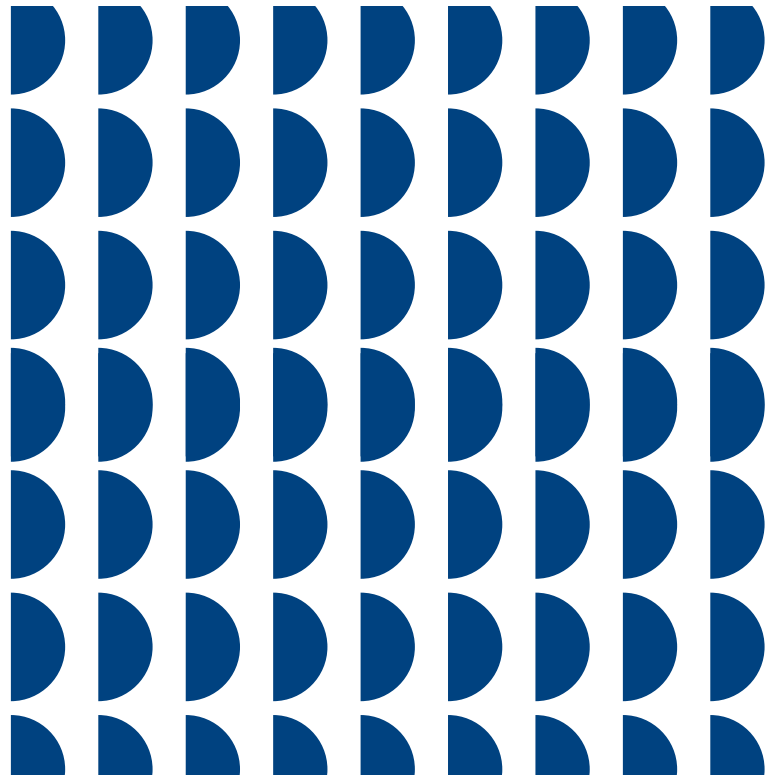
#### USE BRAND SHAPES TO CREATE VISUALS WHEN PHOTOGRAPHY IS NOT AVAILABLE

#### USE BRAND SHAPES TO COMPLEMENT LAYOUTS WITH PHOTOGRAPHY

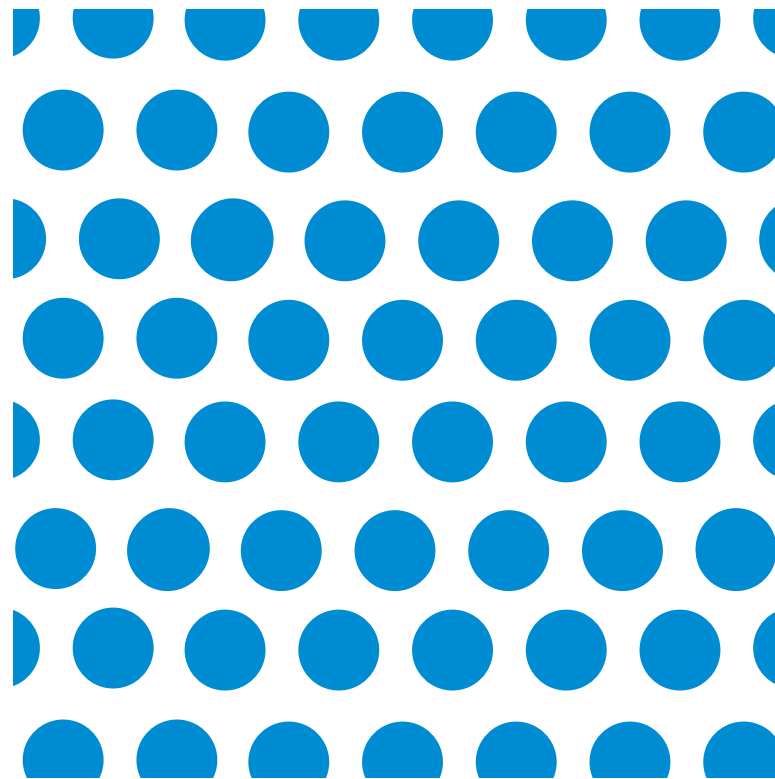


## VISUAL UNIVERSE - PATTERNS

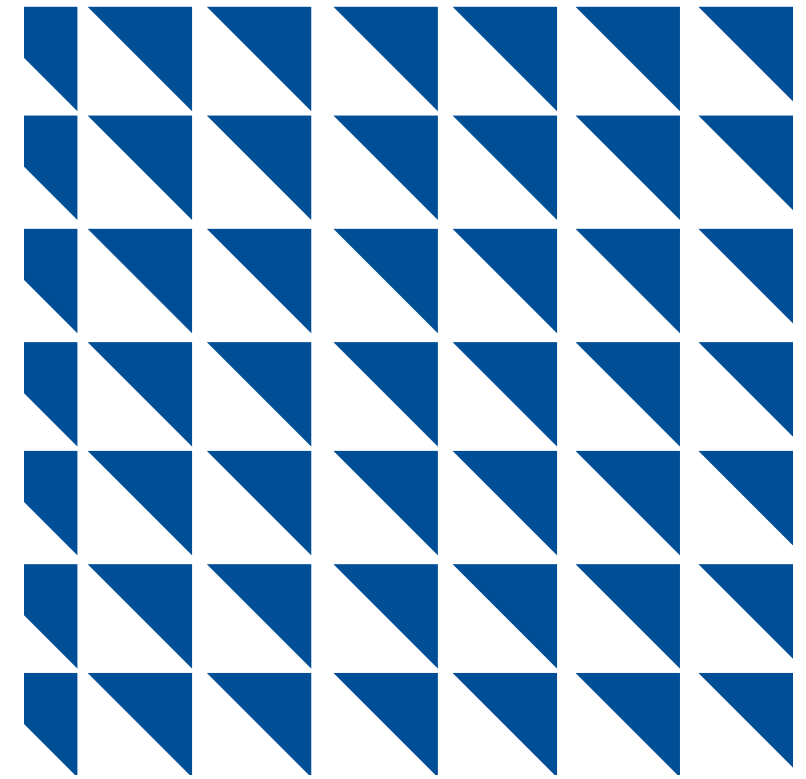
Our brand patterns are a powerful and versatile tool for communicating our brand's personality and attitude. Applying patterns allows us to make a wide variety of layouts "feel" Giving to Duke.



DUKE D PATTERN



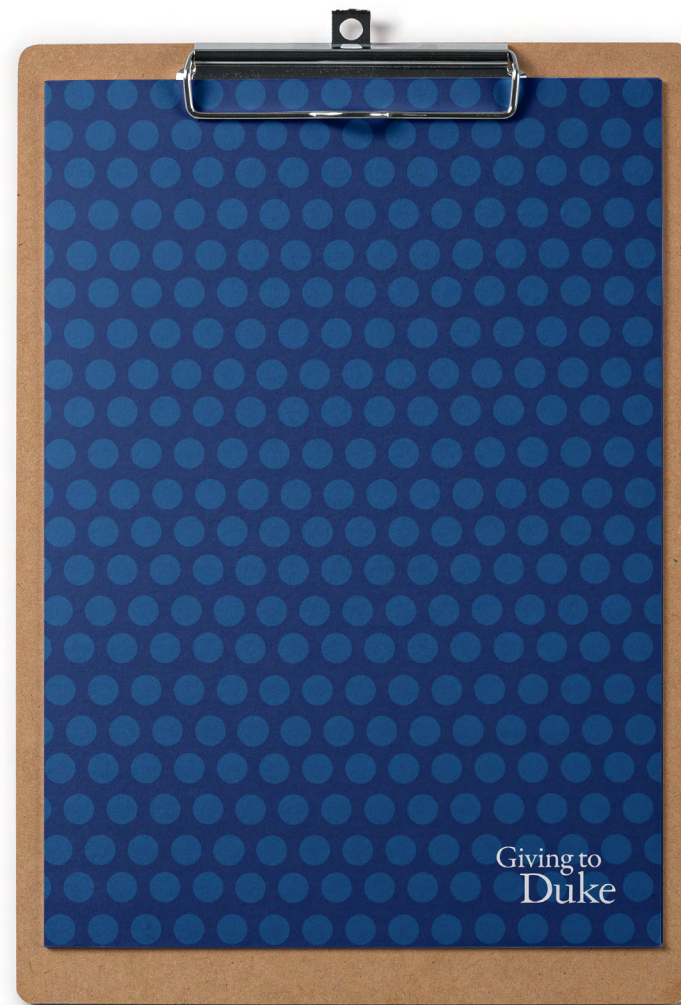
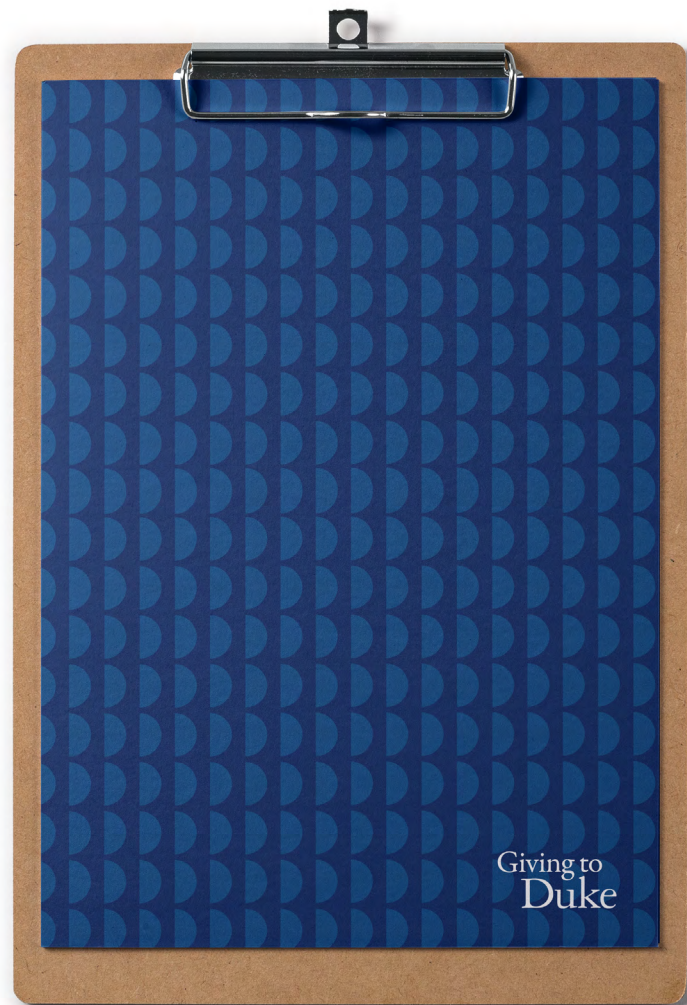
MIRRORED DUKE D PATTERN



DUKE K PATTERN

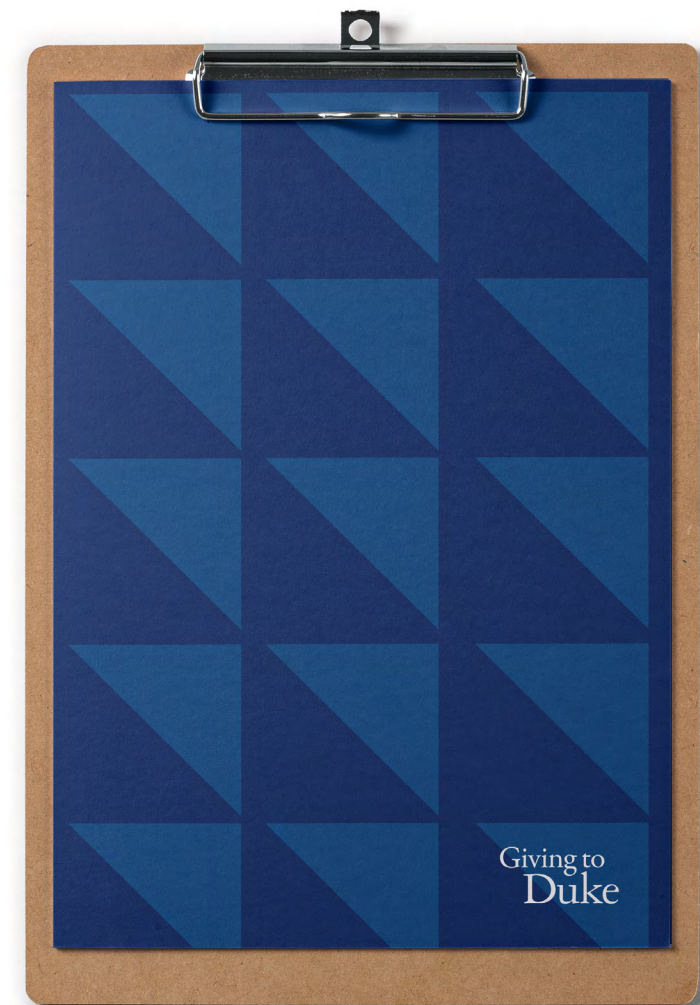
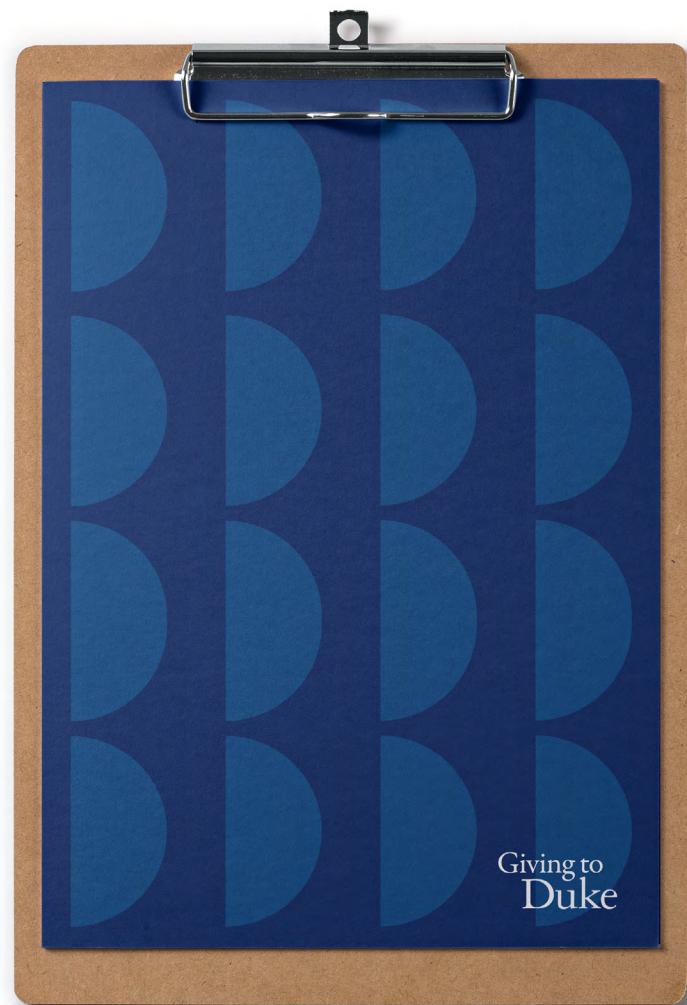


WHEN WE ARE AMPLIFYING **SIMPLICITY, ELEGANCE OR AUTHENTICITY,** OUR PATTERNS LOOK LIKE THIS:





WHEN WE ARE AMPLIFYING **CLEVERNESS, MODERNITY, OR AMBITIOUSNESS,** OUR PATTERNS LOOK LIKE THIS:

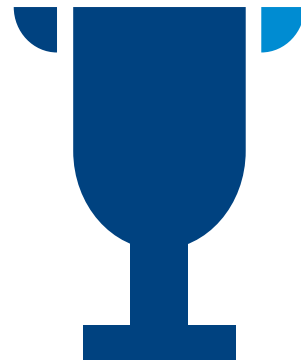


## VISUAL UNIVERSE - DYNAMIC SETS

Shape sets are formed from brand shapes. Sets are used to tell the story of fundraising. Shape sets can also be used to communicate brand behaviors.



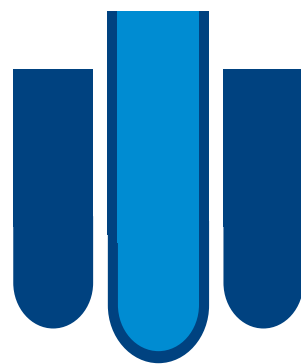
INFRASTRUCTURE



ATHLETICS



SCHOLARSHIP



RESEARCH



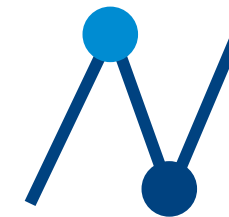
SCHOOLS



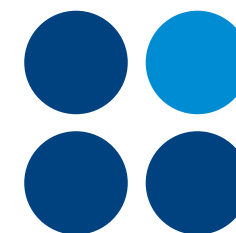
FACULTY



LISTENING



FOLLOWING



GET TOGETHER

# Giving to Duke

BRAND ELEMENTS

Giving to  
Duke

POSITIVE



NEGATIVE

## BRAND ELEMENTS - LOGO CLEAR SPACE

The Giving to Duke logo should always be surrounded by a minimum area of clear space to ensure that text, photography and graphic elements do not encroach on the lockup. A margin equivalent to the width of "G" should appear around the logo.



Giving to  
Duke

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GIFT PLANNING

Giving to  
Duke

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ANNUAL FUND

Giving to  
Duke

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ENDOWMENT

Giving to  
Duke

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FOUNDATION   RELATIONS

## BRAND ELEMENTS - COLOR PALETTE

Our brand colors are drawn from the Duke University color palette.

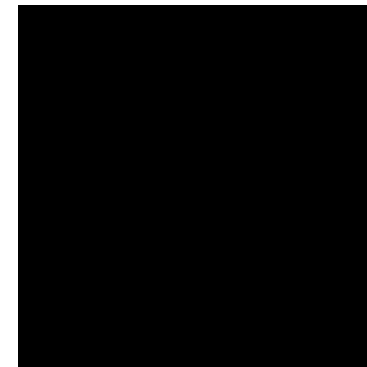
### PRIMARY BRAND COLORS



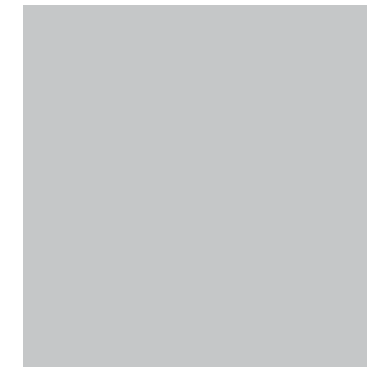
PMS 288C  
#001A57  
100 / 75 / 6 / 24



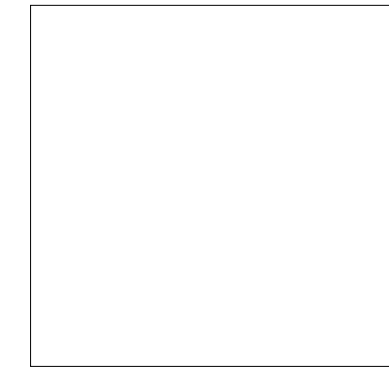
PMS 294C  
#003366  
100 / 68 / 7 / 28



BLACK  
#262626  
76 / 46 / 55 / 95



PMS COOL GREY 3  
#E5E5E5  
8 / 5 / 6 / 13



WHITE  
#FFFFFF  
0 / 0 / 0 / 0

### SECONDARY/ACCENT COLORS



PMS 3005  
#0680CD  
100 / 28 / 10 / 0



PMS 2617C  
#993399  
84 / 100 / 0 / 13



PMS 1805C  
#CC3300  
5 / 96 / 76 / 21

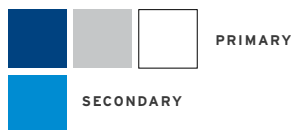
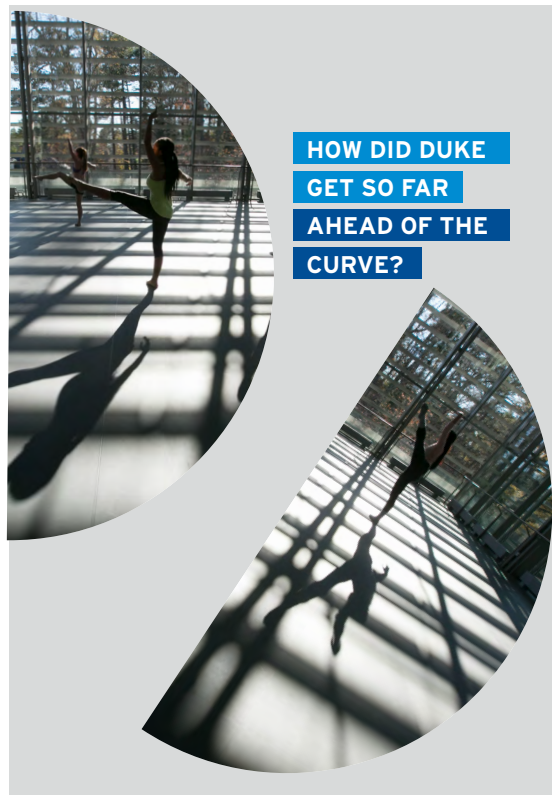


PMS 390C  
#A1B70D  
24 / 0 / 98 / 8



## BRAND ELEMENTS: COLOR USAGE

As a general rule, all Giving to Duke collateral should feature Duke Blue (PMS 288C), and the primary brand colors should carry more visual weight than accent colors.



## Giving to — fund the future.

SUBHEAD GOES HERE.

Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

LEARN MORE



## BRAND ELEMENTS - ACCENT COLOR USAGE

While all secondary palette colors are available for use in all Giving to Duke collateral, each giving category has its own primary accent color.





## Look & Feel

Our photography style is light, airy and natural. We use natural light whenever possible. Photographs have a bright but soft look and feel. They are positive with an aspirational, authentic energy.

Images achieve the bright and soft feeling by using a small depth of field and natural light (or soft light that imitates natural light).

Images with people highlight individuality by capturing the in-between natural moments that happen in our community.





## People & Portraits

People play a key role in defining the subject matter of our photography. Finding the humanity in our stories helps us connect to our audience in a powerful way. Object shots or shots of projects and innovations can and should be used in a supporting role.

Portraits can be treated in black and white to differentiate from the rest of the brand photography and to create depth and add an additional layer to the story.

Portraits are shot on location, in the subject's Duke environment or against natural and light-textured backgrounds for variety.



## BRAND ELEMENTS - TYPOGRAPHY

The Giving to Duke brand uses two fonts, Interstate & Garamond. Both fonts are selections from Duke's master brand to maintain consistency and recognition.

### HEADLINE

GARAMOND

Giving to —  
fund the future.

### SUBHEAD / SECTION DIVIDER

INTERSTATE BOLD

**SUBHEAD GOES HERE.**

### BODY COPY

INTERSTATE LIGHT

Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

### CALLS TO ACTION

INTERSTATE BOLD, TRACKING 120

LEARN MORE

CALL TODAY

### QUOTE

INTERSTATE LIGHT

“Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.”

### NAME

GARAMOND, TRACKING 150

PERSON'S NAME

## BRAND ELEMENTS - GRAPHIC TYPOGRAPHY

Graphic typography adds another layer of Giving to Duke attitude, mood or emphasis.

Giving to —  
fund the future.

### SOLID HIGHLIGHT

PRIMARY OR SECONDARY  
COLOR AT 100% OPACITY

SUBHEAD GOES HERE.

Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

LEARN MORE

### ACTION ARROW

WIDE TRIANGLE STYLE

CALL TODAY →

### GRAPHIC QUOTE



Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

PERSON'S NAME

### TRANSPARENT HIGHLIGHT

PRIMARY OR SECONDARY  
COLOR AT 20% OPACITY

# Giving to Duke

APPLICATIONS





# Giving to — make change happen.

Big data, machine learning, control systems—to be part of the next evolution of our economy, we need to be pioneers in these arenas. Duke alumni and donor Michael Rhodes learned this firsthand while working in financial services at TD Bank Group. His donation to the Pratt School of Engineering will fund a professorship that will help our students and faculty maintain a leadership position on economic growth for years to come.

GIVING.DUKE.EDU #MADEPOSSIBLEBY

Giving to  
Duke





# Giving to — change the world.



## ONE STEP AT A TIME.

Plotting early detection and treatment of childhood mental health issues.  
Building a cloud-based cancer diagnostic tool.  
Testing smarter meters to curb energy waste.  
These are just a few of the hundreds of pursuits underway in Duke's schools, and they're all made possible by gifts from people like you.  
When you give to Duke, the impact isn't institutional. It's personal—for all of us.

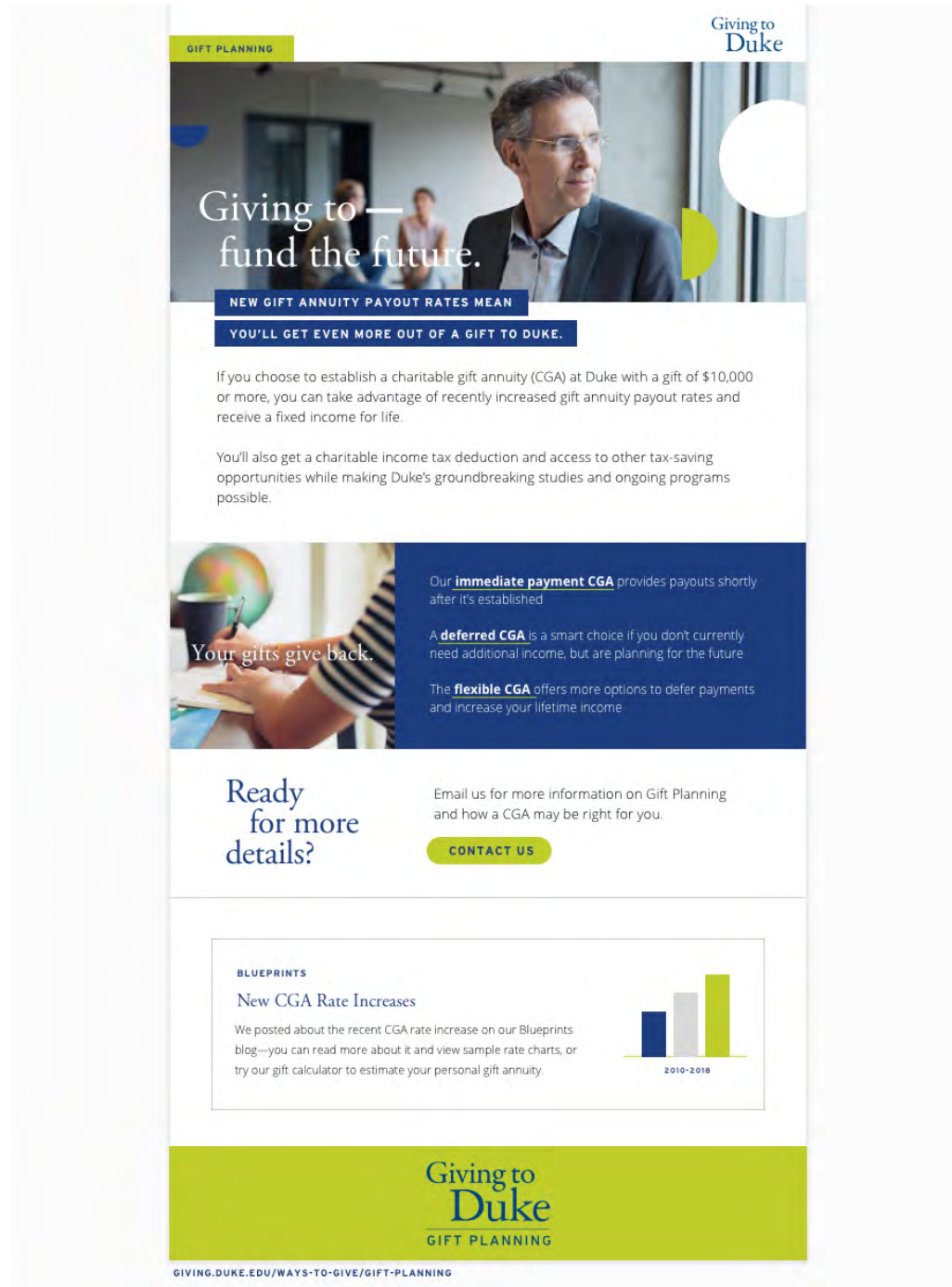
GIVING.DUKE.EDU #MADEPOSSIBLEBY

Giving to  
Duke



## APPLICATIONS - EMAIL

### Example 1: Gift Planning Email



**GIFT PLANNING**

Giving to —  
fund the future.

**NEW GIFT ANNUITY PAYOUT RATES MEAN  
YOU'LL GET EVEN MORE OUT OF A GIFT TO DUKE.**

If you choose to establish a charitable gift annuity (CGA) at Duke with a gift of \$10,000 or more, you can take advantage of recently increased gift annuity payout rates and receive a fixed income for life.

You'll also get a charitable income tax deduction and access to other tax-saving opportunities while making Duke's groundbreaking studies and ongoing programs possible.

Your gifts give back.

Our **immediate payment CGA** provides payouts shortly after it's established.

A **deferred CGA** is a smart choice if you don't currently need additional income, but are planning for the future.

The **flexible CGA** offers more options to defer payments and increase your lifetime income.

Ready for more details?

Email us for more information on Gift Planning and how a CGA may be right for you.

**CONTACT US**

**BLUEPRINTS**  
New CGA Rate Increases

We posted about the recent CGA rate increase on our Blueprints blog—you can read more about it and view sample rate charts, or try our gift calculator to estimate your personal gift annuity.

2010-2018

Giving to  
Duke  
GIFT PLANNING

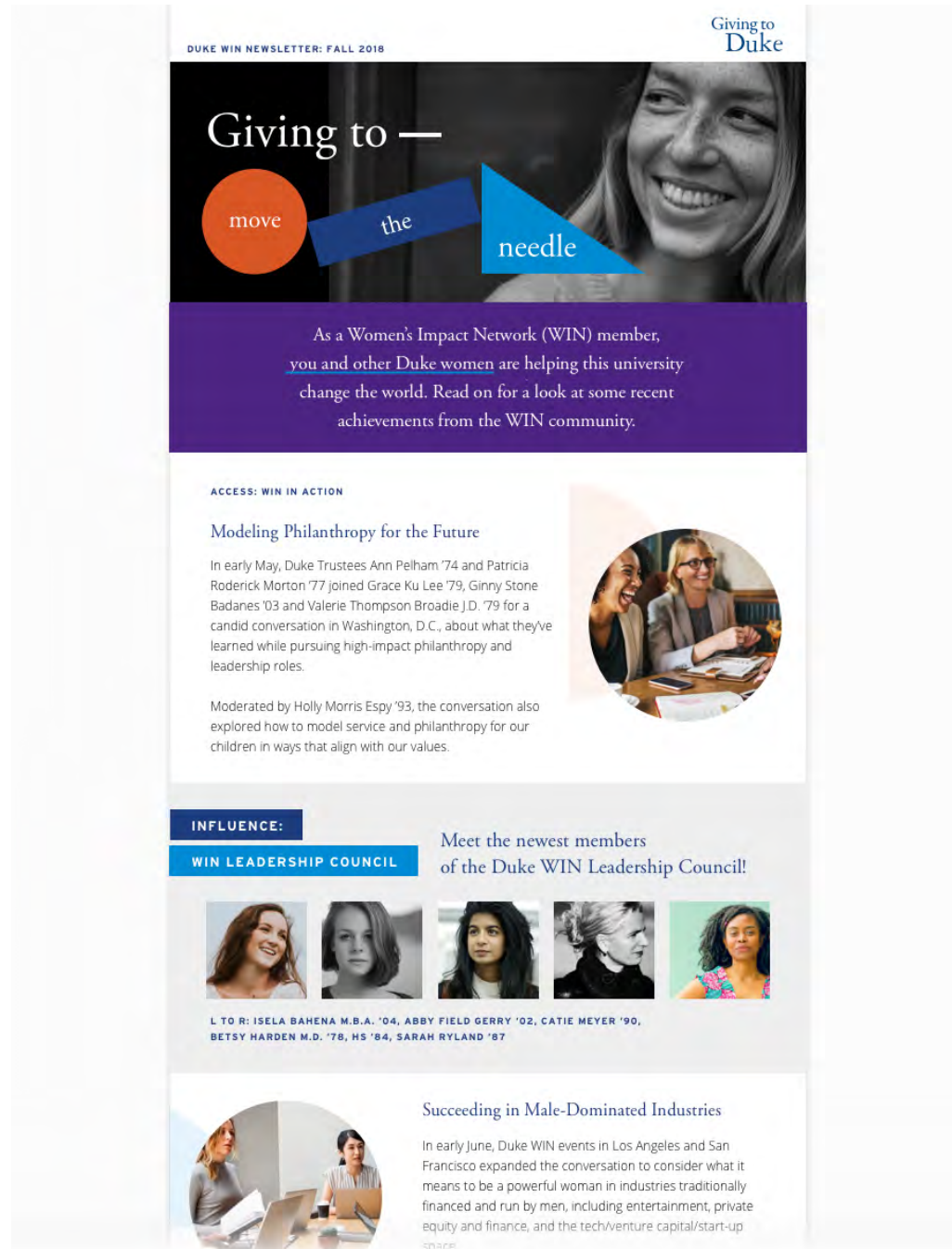
GIVING.DUKE.EDU/WAYS-TO-GIVE/GIFT-PLANNING





## APPLICATIONS - EMAIL

### Example 1: WIN Email Newsletter





## APPLICATIONS - SOCIAL

The Giving to Duke brand can flex to accommodate all audiences across all social platforms. We aim to be engaging, personable and impactful.

Giving to  
Duke

BRAND GUIDELINES

Giving to —  
fund the future.

EACH GIFT FROM OUR DONORS  
- LARGE OR SMALL - PLAYS  
A ROLE IN OUR RESEARCH,  
OUR SCHOLARSHIPS AND THE  
EXCELLENCE OF OUR FACULTY.  
IN OTHER WORDS,

DUKE ISN'T DUKE WITHOUT YOU.

#MADEPOSSIBLEBY

#GIVELIKEABLUDEVIL

Giving to —

move

YOUR DONATION EFFORTS  
HAVE GOTTEN US SO CLOSE  
TO OUR GOAL. WHEN YOU  
#GIVELIKEABLUDEVIL  
YOUR GIFTS MAKE A  
SERIOUS IMPACT.

the

needle

Giving to —  
spark societal  
transformation.

Crossing ethnic and denominational boundaries. Challenging poverty and inequity. Reconciling differences. Gifts to Duke support the people, places and programs that empower us to complete our enduring mission of knowledge in the service of society.

MADE POSSIBLE BY YOU.

#MADEPOSSIBLEBY





THE MOST  
POWERFUL  
TOOL IN OUR  
TOOL BOX IS  
THE WORD  
"WE."

Giving to  
Duke



**TEAMWORK**

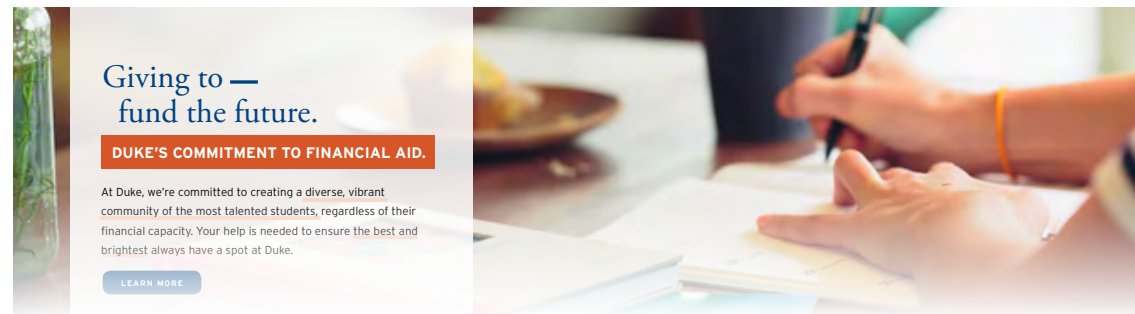
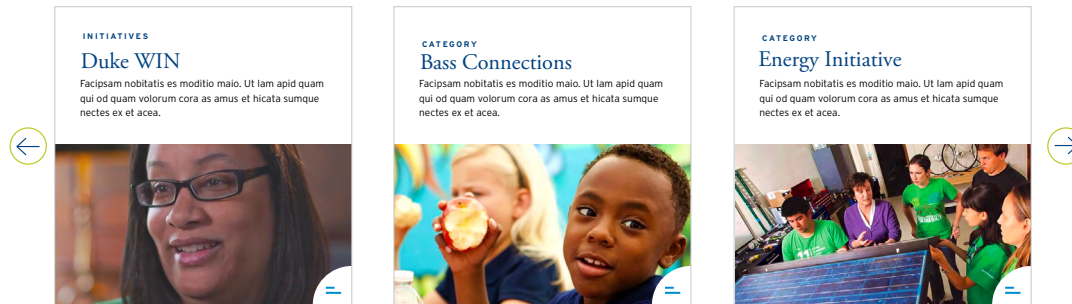
We accept community responsibility for our work with colleagues and university leadership to achieve organizational and team goals.



# APPLICATIONS - WEBSITE



Find your passion and make even more possible.



# Giving to Duke

BRAND MESSAGING

We aim to strike an informed, friendly and accessible tone with all of our content.

## Our brand tone is...

### INFORMED

Our stories will be told professionally, clearly and with the right amount of illuminating detail—even if they are lighthearted in nature.

### FRIENDLY

It should feel as though we're inviting our reader in with each piece of content we create. Our readers are part of our community, and we shouldn't alienate them with patronizing language or jargon. This shouldn't be interpreted as slack or casual language; rather, we aim for inclusiveness and warmth.

### ACCESSIBLE

We should be clear in our communications so that we meet our audience where they are and ask only that they engage with us; these shouldn't be strenuous or taxing reads, but they should also not want for foundation, researched facts and sound structure.



By defining the Giving to Duke brand, we can help differentiate ourselves within the higher education market.

# Our brand voice is...

## INTELLIGENT

When we communicate with each other, with students or with donors, we should always be thoughtful, informed and considerate—both of the specific audience and of their time.

## MODERN

We are committed to exploring new modes of communication—this includes new mediums, imaginative visual treatments and crisp language.

## REAL

Authenticity is crucial to our storytelling approach. When we use our point of view to reveal truths and insights about Duke and the impact of giving on our community, we can build engagement with our audience.

## HOLISTIC

Our communications represent our students and our faculty, who in turn represent many communities, cultures and backgrounds, and who reject close-mindedness in favor of a tireless pursuit of knowledge.

## AMBITIOUS

At Duke, we are all determined. We dream big, we set staggering goals, and once those are met we set the next ones even higher. Our messaging should reflect this dogged nature.

## CLEVER

We're quick thinking, nimble and flexible, and the seriousness of our pursuits doesn't preclude an appreciation of wit and craft.

By defining the Giving to Duke brand, we can help differentiate ourselves within the higher education market.

# Our brand voice is not...

## DULL

There are smart people who make dynamic conversation that draws people in, and there are smart people who kill a conversation with jargon and data. Communications from Giving to Duke should feel like the former.

## CAUTIOUS

Timidity and fear of failure are paralyzing; Duke traffics in growth and calculated risk-taking.

## ROOTLESS

The rich history, vibrant present and thrilling potential of our future should ground our approach and our outreach.

## NAÏVE

We pride ourselves on our awareness of the world around us, inclusiveness of all people and a ceaseless searching for knowledge and new perspectives. We do not accept insular thinking.

## LAID-BACK

We aren't interested in taking a relaxed, casual approach to anything. We're serious about learning, achieving and surpassing even our own expectations.

## BLAND

This is not a sterilized, stripped down institution; our people, our studies and our days are deeply layered.

# Applying Our Voice

The audiences that interact with Giving to Duke materials like emails, social media posts, print ads and donor outreach letters are incredibly diverse. Everyone from current students to alumni from decades past, across all demographics, is part of our audience universe.

**WE HAVE TO KEEP THIS**

**TOP OF MIND**

**AS WE CREATE OUR MESSAGING.**

This doesn't mean we have multiple brand voices. Rather, it means our brand voice—much like our visual brand—is flexible enough to suit multiple audiences and should be applied accordingly.

We should craft each message with a single person from our target demographic in mind. The tone and wording we might choose for a social post to promote an upcoming campus event to current students will be subtly but importantly different from the tone we use when crafting a year-end letter to our top-tier donors.

Consider the audience, then flex the Giving to Duke brand voice accordingly to remain on-brand while being considerate of and appropriate for our audience segments.

## FINER POINTS

Use exclamation points extremely sparingly, as they can make your text feel overly youthful or flippant.

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Don't be afraid of contractions. They're part of how we speak, so they can be part of how we write as well. Without them, your text can begin to feel robotic.

# Using The Brand Voice

This guide is written in the Giving to Duke brand voice, as are all pieces of content contained within. But here are some specific examples that show what to do—and what not to do—when writing on behalf of Giving to Duke.

## Aim For This:

### **Giving To – Fund The Future**

Each gift from our donors—large or small—plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

## Not This:

We love our donors!! Where would we be without you?! Your generosity makes what we do possible. #donorappreciation #givethanks

## Because:

We want to stay on-brand in every channel—including social media. You can be earnest and heartfelt without slipping into exclamation-point overuse and cliché. And, it's smart to include concrete examples of the impact of philanthropy whenever possible—even if they're relatively general, they still ladder back to our mission.

## Aim For This:

Ambitious. Curious. Outrageously smart. At Duke, we recruit students based on their character and talent, not their ability to pay. With generous donor support, we ensure the best and brightest always have a spot at Duke.

## Not This:

The philanthropy of our community allows Duke to provide many generous financial aid packages to students each year.

## Because:

Our goal should be punchy, active language that energetically shows the character of Duke people—not generic, just-the-facts language that could apply to any university. We want to make people feel excited to be part of this community, and proud to continue to participate in its evolution and growth.



# Using The Brand Voice

## Aim For This:

As a Women's Impact Network (WIN) member, you and other Duke women are helping this university change the world. Read on for a look at some recent achievements from the WIN community.

## Not This:

### **Giving To – Fund The Future**

How do you make your mark - personally, professionally, philanthropically?  
 Curious about WIN's newest Leadership Council members and WIN Scholars?  
 How do Duke women interested in financial careers get the guidance and support they need to succeed? All this—and more! –in the latest edition of the Duke Women's Impact Network (WIN) newsletter.

As a WIN member, you and other Duke women are helping this university change the world. Duke WIN is dedicated to building a community of women who aim to be a philanthropic catalyst enabling Duke to fulfill its greatest potential.

Through their volunteer and philanthropic leadership WIN members:

- Serve on Duke's influential volunteer leadership boards.
- Act as key allies and thought leaders in charting Duke's future.
- Make bold financial commitments to support brilliant students and faculty members, accelerate research and fuel Duke's ambitious mission.

We're so glad you're part of this dynamic group!

## Because:

More isn't always more. We want to respect the time of our readers, so don't be verbose or bury the lede. Use a headline that serves as a doorway to your content. Use concise language to draw people in, and then get to the good stuff.

# Social Media

We have a single brand voice; within that, we're able to tease out nuances to suit our varied audiences through social media.

Our primary considerations are twofold when writing for social media: the platform, and the topic. (Audience consideration is inherent in both—for instance, older members of our donor community may be less likely to use Instagram than Facebook, and may be more likely to engage with topics about board activities than with campus activity topics.)

Instagram copy, by nature of the platform, takes a backseat to photos or graphics. It can be short and punchy, with a lightness or gravity of tone dictated by the topic at hand. Facebook copy can be longer (while still aiming for brevity) and is generally more conversational and action-prompting.

Use the general brand guidelines and analytics from previous posts to inform your approach.

## EXAMPLE COPY

### FACEBOOK POST - SPECIFIC STORY PROMOTION

1,037 babies, five decades of research, one Duke professor and astonishing endurance helped shape health, education and policy around the world.

Listen to the story to hear how our donors are giving to change public health: <https://goo.gl/hLDpuK> [#GivingtoDuke](#) [#WednesdayWisdom](#) [#madepossibleby](#) [#philanthropy](#) Duke Alumni Association Duke University @TheDunedinStudy

### FACEBOOK POST - BLOG PROMOTION:

The problem: Not everyone knows how to write a will, but everyone needs one. The solution: This to-do list. [#philanthropyfriday](#)

### INSTAGRAM POST - FUNDRAISING PUSH

Giving to – Move the Needle: Your donation efforts have gotten us so close to our goal. When you [#GIVELIKEABLUDEVIL](#) your gifts make a serious impact.

### INSTAGRAM POST - GENERAL AWARENESS

Giving to – Fund the Future: Each gift from our donors - large or small - plays a role in our research, our scholarships and the excellence of our faculty. In other words, Duke isn't Duke without you.

# Email

## GIFT PLANNING EMAIL

This example shows how to break up content when handling a considerable amount of necessary detail. We can lean on our visual language to help bring written language to life, engaging our audience and prompting them to give.

**SEE A BRAND-APPROPRIATE VISUAL TREATMENT OF THIS EMAIL ON PAGE 38.**

### Subject Line

Receive ongoing payouts when you give to Duke.

### Email Copy

GIVING TO - FUND THE FUTURE.

New gift annuity payout rates mean you'll get even more out of a gift to Duke.

If you choose to establish a charitable gift annuity (CGA) at Duke with a gift of \$10,000 or more, you can take advantage of recently increased gift annuity payout rates and receive a fixed income for life.

You'll also get a charitable income tax deduction and access to other tax-saving opportunities while making Duke's groundbreaking studies and ongoing programs possible.

### YOUR GIFTS GIVE BACK

- Our immediate payment CGA provides payouts shortly after it's established
- A deferred CGA is a smart choice if you don't currently need additional income, but are planning for the future
- The flexible CGA offers more options to defer payments and increase your lifetime income

Ready for more details?

- > Contact Us
- > Visit Our Website

We posted about the recent CGA rate increase on our Blueprints blog—you can read more about it and view sample rate charts, or try our gift calculator to estimate your personal gift annuity.

- > Read More
- > Gift Calculator

[LOGO]

# Email

## WIN EMAIL NEWSLETTER

With compelling stories come large amounts of copy and related content. This example shows how to use the visual identity and brand voice to make lengthy copy pleasing to the eye and engaging for our audience.

SEE A BRAND-APPROPRIATE VISUAL TREATMENT OF THIS EMAIL ON [PAGE 39](#).

### Subject Line

Meet the women making a difference at Duke.

### Email Copy

GIVING TO - MOVE THE NEEDLE.

As a Women's Impact Network (WIN) member, you and other Duke women are helping this university change the world. Read on for a look at some recent achievements from the WIN community.

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ACCESS: WIN in Action

Modeling Philanthropy for the Future

In early May, Duke Trustees Ann Pelham '74 and Patricia Roderick Morton '77 joined Grace Ku Lee '79, Ginny Stone Badanes '03 and Valerie Thompson Broadie J.D. '79 for a candid conversation in Washington, D.C., about what they've learned while pursuing high-impact philanthropy and leadership roles.

Moderated by Holly Morris Espy '93, the conversation also explored how to model service and philanthropy for our children in ways that align with our values.

Succeeding in Male-Dominated Industries

In early June, Duke WIN events in Los Angeles and San Francisco expanded the conversation to consider what it means to be a powerful woman in industries traditionally financed and run by men, including entertainment, private equity and finance, and the tech/venture capital/start-up space.

WIN's regional programs will continue this fall, including a Chicago event in early October.

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INFLUENCE: WIN Leadership Council

Meet the newest members of the Duke WIN Leadership Council!

[Photo Captions]

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IMPACT: WIN Scholars

Rising juniors Lilliana Reyes Gaspar and Treniyah Anderson have been selected as the newest WIN Scholars,



# Email

## WIN EMAIL NEWSLETTER

Example copy continued.

joining inaugural Scholars Idalis French and Katie Taylor, both rising seniors.

Lilli hails from Austin, Texas, and is pursuing a Bachelor of Arts in Public Policy. She has worked with The Chronicle as a photographer, tutored 5th graders through Partners for Success, participated in Duke Women's Launch and is an office assistant for the Office of Access and Outreach.

In addition, she's a member of Define American, an organization that seeks to shift the conversation about immigrants, identity and citizens in the Duke/Durham community, where she helped co-produce a video for their "Undocumented Awareness Week" on campus. After graduation, Lilli plans to attend law school and hopes to become a lawyer.

Treniyyah is a first-generation college student from Philadelphia, raised in a single parent household. She studied global health issues in South Africa last summer and has worked in the Duke Health System as a pediatric neurology research assistant.

She is majoring in Cultural Anthropology with a minor in Global Health. She is co-founder of Black Students' Radio, plays on the Duke Women's Club Basketball team and is the recipient of the 2018 Julian Abele Student Impact Award. Treniyyah plans to attend graduate nursing school with the goal of becoming a pediatric nurse practitioner.

Made Possible by You

The WIN Scholarship launched in 2017, and the Scholarship Endowment is projected to have nearly \$575K in FY19.

To help the endowment grow and support young women like Lilli, Treniyyah, Idalis and Katie, make a secure gift to the WIN Scholarship today.

[Donate link] Support the WIN Scholarship

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HOW WE WIN

Republican Kelli Ward '91 and Democrat Shannon Hader HS '99 are running for Senate in Arizona and Washington's 8th District, respectively.

# Email

WIN EMAIL NEWSLETTER

Example copy continued.

Six Duke alumnae were included in Forbes' 2018

30 Under 30:

- Caroline Fairchild '12 (The Broadsheet, LinkedIn)
- Hannah Kate Sieber '13 (EcoFlowTech)
- Thea Neal A.M. '12 (Hallmark)
- Ivonna Dumanyan '16
- Gabrielle Levac '14 (Fathom)
- Daisy Jing '10 (Banish)

WIN Director Bridget Booher '82, A.M.'92 was featured in the recent Inside Higher Ed article, "New Era for Women as Donors."

Kirsten Alexander Dzialga '93 has funded a new initiative encouraging Duke undergraduate women to pursue careers in finance. The Dzialga Women in Finance Initiative will launch this fall. A select cohort of students will receive:

- Ongoing guidance from an individual mentor, a Duke alumna currently working on Wall Street
- Group networking events with experienced Wall Street women

- Advising from DFE faculty
- Skills training in a range of areas
- Continued support to explore alternative careers if they decide not to pursue finance

Yunha Kim '11 and her mindfulness app Simple Habit won this year's Google Play Award in the category of Standout Well-Being App.

Three women will be inducted into the Duke Athletics 2018 Hall of Fame; the induction ceremonies take place Sept. 21 in Cameron Indoor Stadium. Congratulations to these Duke women!

- Lacrosse player Katie Chrest Erbe '06 (the first member of the women's lacrosse program inducted into the HOF)
- Golfer Maria Candida ("Candy") Hannemann '02
- Basketball player Lindsey Harding '07

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Giving.Duke.Edu/WIN

[LOGOS]

[Social Feed]

# Giving to Duke

GIVING TO DUKE BRAND GUIDELINES