

Giving to



HOW WE WORK.

Notes on approach, attitude and action.







Uplift mankind.
Develop our resources.
Increase our wisdom.



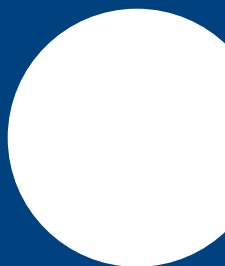
PROMOTE HUMAN HAPPINESS.

James B. Duke

ASPIRATIONS FOR DUKE UNIVERSITY,
AS EXCERPTED FROM JAMES B. DUKE'S INDENTURE OF TRUST

(We've been setting lofty goals since the 1920s.
Some things never change.)





What is our mission?

WE RAISE MONEY FOR

DUKE UNIVERSITY.

(Simple? Yes. Easy? Far from it.)

REALIZING THE WILDLY AMBITIOUS

IS OUR GOAL.

Creativity and imagination are your tools.





Giving to
Duke

TRUST MATTERS.

Our donors, our colleagues and our friends
put their confidence in us. Work to earn it.





TIME IS PRECIOUS.

So whether it's yours or someone else's,
respect it – come prepared, communicate
clearly and collaborate often.





WE DON'T WORK

WITHOUT DIVERSITY.

Sensing sameness?

Be the one to invite new voices to the table.

(All of them are worth hearing.)



Giving to
Duke

YOU OWN INNOVATION.

When you think differently and imagine new approaches within your work, we connect with our audiences in new ways.







Pilar Timpane, Duke I&E

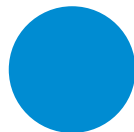
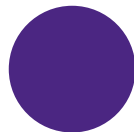


WE KNOW YOU'RE SMART.

We also know you can always get smarter.
In this community, learning
is a necessary constant.

ALL WORK IS TEAMWORK.

We set our (big, looming, crazy-ambitious) goals while helping colleagues reach for their own. Never hesitate to offer help – or to ask for it.



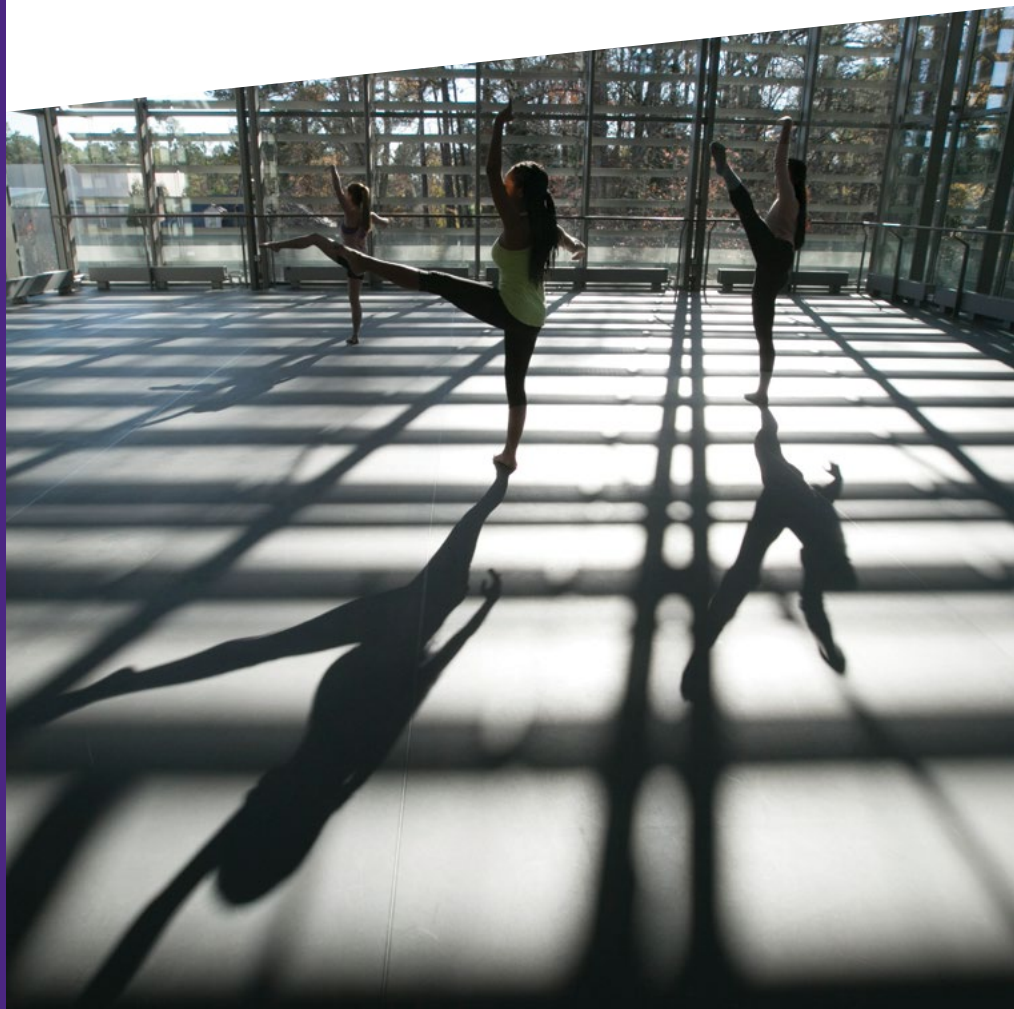




OUR RELATIONSHIPS WITH DONORS

SHOULD BE BUILT TO LAST.

Learn their interests, their passions,
their challenges, their needs.
If they're ready to commit to Duke,
be ready to commit to them.



KEEP RAISING YOUR OWN BAR.

When you pursue the outrageous,
incredible things are possible.

Above all,
remember this:

YOU ARE

AN AGENT OF CHANGE.

You're here because you're driven,
and you know that imaginative, determined
effort is the only way to reach seemingly
impossible goals – which are just the
sort of goals we like to set around here.

Giving to
Duke



Giving to Duke

HOW WE WORK.

giving.duke.edu/howwework