

# UNLOCKING POTENTIAL

VCU'S CAMPAIGN *for the* FUTURE

At the **VCU L. Douglas Wilder School of Government and Public Affairs**, we believe in the potential within every student, faculty member and leader — potential that drives innovation, advances public policy and strengthens communities. **Unlocking Potential: VCU's Campaign for the Future** is a bold initiative to invest in that potential by expanding access to education, supporting faculty excellence and enhancing community impact. Your support during this campaign ensures that our graduates are well-prepared public servants who become transformative leaders in government, nonprofit management, homeland security, urban planning and beyond.

With your support, we will expand opportunities for students and the communities we serve, shaping the future of public affairs and governance. Together, we will build pathways that empower leaders to drive meaningful change.

**Join us in unlocking potential at the VCU Wilder School. When you invest in public service education, you invest in the future for us all.**

## Our goal

# \$7 million

You will unlock potential in the Wilder School when you help us reach our goal of **\$7 million**.

## Our priorities



### Increasing access and fostering student success

At the Wilder School, we are committed to shaping the next generation of leaders in public service. Our students don't just study governance — they actively engage in research, internships and hands-on experiences that prepare them to make a meaningful impact on communities and society.

Your support helps provide critical resources for students through endowed full scholarships and graduate fellowships, ensuring that financial barriers do not hinder their success. Additionally, unrestricted philanthropic support is vital in bolstering student retention, internships and summer research opportunities, as well as broadening national connections for experiential learning — all of which are essential to equip our students with the skills and knowledge to lead effectively.

Together, we will unlock opportunities students need to thrive, make a difference and build a stronger future for all.



### Blazing trails and leading change through innovative research

At the Wilder School, research drives solutions to today's most pressing public service and public policy challenges. Our faculty and students are at the forefront of shaping more innovative governance, advancing justice and informing policies that create stronger, more resilient communities.



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Your support strengthens this impact by providing unrestricted funds that fuel critical inquiry and knowledge-sharing. Additionally, unrestricted funds help expand our national and international reach, ensuring Wilder School research and expertise influences global perspectives on governance, security and public affairs.

Together, we will unlock discoveries that inform policy, strengthen communities and shape a better future.



### **Recognizing faculty and nurturing scholarship**

Faculty at the L. Douglas Wilder School of Government and Public Affairs are scholars, mentors and thought leaders dedicated to shaping the future of public service. Their research and expertise drive innovative solutions to complex societal challenges, impacting communities and governance.

Your support will strengthen faculty excellence by helping to establish an endowed professorship, enabling us to attract and retain distinguished scholars who bring cutting-edge knowledge and leadership to the Wilder School. Additionally, unrestricted programmatic funds enhance curriculum resources, ensuring faculty have the tools they need to deliver a dynamic and impactful education.

Together, we will unlock faculty excellence to inspire the next generation of public service leaders.



### **Sustaining institutional excellence and achieving prominence**

The Wilder School's renowned centers and institutes address critical societal challenges, provide expert analysis and inform decision-making at local, state and national levels.

Your support helps to expand the reach and scope of these centers and institutes, ensuring their research and insights influence real-world change. Dissemination funds allow us to amplify our work, making our findings more accessible to policymakers and practitioners. Additionally, a new dean's discretionary fund will enhance community engagement and increase our impact, fostering partnerships and initiatives that bring meaningful solutions to pressing public issues.

Together, we will unlock resources to shape a more informed, effective and just society.

## **Unlock the potential of public service**

Unlocking Potential: VCU's Campaign for the Future is a call to action — an opportunity for you to make a lasting impact on the students, faculty and communities who rely on the VCU L. Douglas Wilder School of Government and Public Affairs. Your generosity strengthens initiatives that prepare future public servants, policymakers and leaders to drive impactful change in our communities and beyond.

### **The future of public service won't wait.**

Now is the time to invest in transformative learning experiences and innovative solutions that will shape the future of governance, policy and justice for future generations.

**You are the key.** Together, we will unlock potential, foster growth and redefine what's possible in government and public affairs.

Scan the QR code  
to learn more.



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