University Advancement

The Division of University Advancement strives to build relationships with the external and internal constituencies of Georgia Southern University in order to support the University in its position as a nationally distinguished public institution of higher learning. Private funding and the support of alumni, parents, friends, businesses, corporations and foundations provide critical resources not available from other sources. Telling the Georgia Southern story through a comprehensive marketing and communications program advances the understanding of and engaged participation in Georgia Southern’s Strategic Plan.

The Office of Development directs its efforts toward identifying, cultivating, securing and stewarding gifts for the University’s programs. Fundraising efforts include the Phonathon, the annual campus and community campaign (A Day for Southern), Annual Giving, and major and planned gift solicitations by Major Gift Officers to alumni, parents, friends, businesses, corporations, and foundations. The Office of Development is also the liaison for the Georgia Southern University Foundation, a separate 501(c)3 organization established in 1962, which raises private funding in an effort to meet certain educational and institutional needs at Georgia Southern University not addressed by state allocations.

The Office of Alumni Relations serves the University by establishing lifelong relationships with alumni and friends which result in alumni participating in and contributing to the continued growth of the University.