



CHAPMAN UNIVERSITY

Executive Search

Director of the Chapman Fund

Sterling Search Inc. has been exclusively retained to recruit for the new Director of the Chapman Fund for **Chapman University** (Chapman).

Chapman University isn't just an institution of higher education, it's a family.

When you step on campus you can feel that there's just something special about this place: it feels like home.

From the minute you make the decision to become a Panther, you're welcomed into the Chapman Family: a close-knit, caring community of people who will root for you and help you find success at every step of your journey.



Join the team at the precipice of their **first comprehensive campaign** to raise \$500 million as they are ready to respond to the growing, wide-ranging needs of this thriving University. They have successfully completed many college-project campaigns, but this is their first strategic campus-wide development initiative in its history. *Timing can be everything!* As the feasibility and planning study is close to completion, and they anticipate embarking on the silent phase within

a year, you will be joining at a time when you can play an integral role from its launch to its completion.

Under the 10-year tenure of their Vice President of Strategic Engagement, Development, and Campaign University Advancement, Delite Travis, you will be joining a winning team. They have continued to meet fundraising goals and gained the credibility and respect as a highly successful and professional shop, not only in the donor and local community but also with its internal partners, Deans, and volunteer leadership.

Delite is a fast paced, strategic, and innovative leader that has developed a collaborative and cohesive culture, whose positive energy is derived from the team's enjoyment of being part of the flourishing Chapman community and directly seeing the impact of their work. The development team is smaller than those in some other Higher-Ed institutions, and has naturally promoted a collegial, close working, and mutually supportive community.

Chapman has a donor centric model, innovatively working with donors to align their priorities, interests, and passions. Gift Officers keep their relationships with donors both small and large through the cultivation and ask process, which gives Gift Officers exposure to higher level gifts that they may not have the opportunity to do in other development shops.

The Director of the Chapman Fund is responsible for overseeing, directing, and managing all aspects of the annual giving program for Chapman University, including personal solicitation, phonathon, annual fundraising campaigns, and strategic fundraising efforts. The Director supervises a team of three frontline fundraisers and oversees the department budget. There has been tremendous growth over the last decade and the ideal candidate for this position will be able to lead and inspire their team to continue the trajectory of success into the future.

Position Description

The Director oversees the identification, qualification, cultivation, solicitation, and stewardship activities for prospects to increase the University's donor base, working in partnership with the development officers, Strategic Engagement and Development department, and volunteers.

Oversee Chapman Fund Office and Budget (30% of the time):

- Be responsible for an annual unrestricted fund-raising goal of \$3 million for the Chapman Fund
- Provide supervision and development to three professional staff including hiring, performance assessment, training, and coaching and adherence to Moves Management system including identification, qualification, cultivation, solicitation and stewardship for all prospects and donors to The Chapman Fund.
- Manage a revenue and expenses budget to meet program objectives in a fiscally responsible manner. Manage, administer, and oversee the budget for the Chapman

Fund including developing the department's yearly budget, manage department expenses, provide timely revenue totals as well as revenue projections. This position will also analyze both revenue and expense data in a manner that allows the department and the university to effectively apply its resources to achieve unrestricted fundraising goals.

- Collaborate with various campus departments, University Advancement and the schools/colleges.
- Oversee donor stewardship and donor cultivation activities and events

Direct and Manage Personal Solicitation Program (25% of time):

- Grow and advance plans, infrastructure, and staff for the successful implementation of the comprehensive campaign with an emphasis on increasing unrestricted gifts and alumni participation rates with parents, alumni and friends
- In partnership with Donor Relations and the annual giving team, execute a stewardship program for leadership and participatory donors to the Chapman Fund and engage additional new donors through targeted cultivation events and personal visits
- Identify and cultivate greater numbers of alumni and parent prospects for leadership gifts.
- Work in partnership with Annual Campaigns Assistant Director in the implementation of all Chapman Fund giving programs.
- Organize and manage data that will enhance the fundraising strategies of the annual giving team.
- Collaborate with University Advancement partners to support a coordinated approach to fundraising and to support the University-wide advancement agenda.
- Ensure compliance with university policies and procedures, including but not limited to the gift policy manual, alumni and support group policies and naming policies
- Grow alumni giving participation in the Chapman Fund.
- Lead Annual fund efforts for the Comprehensive Campaign

Solicit Annual Leadership Gifts (30% of time):

- Manage up to 200 leadership gift prospects who have the capacity to donate \$1,000 or more, with special emphasis on prospects who have the capacity to give \$10,000 to \$100,000+.
- Meet monthly prospect activity reporting goals including monthly visits, solicitations and filing of ~~ora~~ reports.
- Utilize moves management system to advance prospects through identification, qualification, cultivation, solicitation, and stewardship.

- Increase the number of leadership donors to The Chapman Fund and secure donations from lapsed members.
- Identify, cultivate, manage, solicit and steward prospects and donors to support the Chapman Fund.
- Identify and solicit annual 10% of Chapman Fund prospects for major/ capital gifts.

Annual Giving Campaigns (10% of time):

- Collaborate with Assistant Director of the Chapman Fund to manage all other annual giving campaigns including Phonathon, Direct Mail, I'M IN Faculty-Staff Giving, Day of Giving, Loyal Giving and Regional Programs
- Work in partnership with the Assistant Director of the Chapman Fund to develop and execute the direct mail program including collateral materials as well as other printed and web-based documents that support the goals of the university's annual giving programs.
- Establish timelines and benchmarks for all annual giving campaigns to measure program progress.

Perform other duties as assigned (5% of time):

Professional Experience and Qualifications

- Five to seven years of previous fundraising or sales experience, donor recognition experience and stewardship; demonstrated skills in communicating persuasively, both orally and in writing, about private-gift fundraising.
- Demonstrated understanding of principles and practices of annual fundraising and its role in developing and executing strategic institutional advancement fundraising strategies.
- Ability to thrive in a fast-paced, entrepreneurial environment with flexibility and adaptability to changing deadlines and urgent priorities.
- Leadership skills to engage and motivate a team, improve services and connect with diverse constituents.
- Direct mail experience preferred: strong writing and editing skills.
- Previous experience working with leadership gift (\$1,000+) donors.
- Ability to coordinate and work with students.
- Management experience required.
- Previous experience working with volunteer and support groups.
- Event management skills a plus.
- Computer skills in utilizing Word and other Microsoft Office software, the Internet, and electronic mail software.
- Technical ability to learn and use enterprise software.
- Strong planning and organizational skills.

- Experience with budgets and managing annual giving campaigns.
- Knowledge of prospect and client management systems to document program progress.
- Ability to develop, organize and present annual fund and donor data to support the department's work.
- Experience in team building and staff skill development.
- Experience with working with volunteer boards and groups.
- Experience in marketing and communication strategies.
- Ability to use tact and diplomacy and to maintain a high level of confidentiality.
- Bachelor's degree or equivalent combination of education and experience. Masters' degree preferred.

Competitive salary of low 100's and a compensation package with generous benefits offered to attract an outstanding candidate.

Please send resumes to:
Sterling Search, Inc.



info@sterlingsearchinc.com

Sarah Agee (714) 433-7042

TO APPLY:
www.sterlingsearchinc.com/chapman

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Any resumes sent or telephone calls made to Chapman will be redirected to Sterling Search, Inc.

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