



## CHIEF ADVANCEMENT OFFICER

### Position Guide

*DMSF gives high school scholarship assistance and educational support to Chicago students from economically disadvantaged backgrounds. DMSF seeks to make a life-altering difference in the lives of its Scholars by providing them with the best opportunity to succeed in high school and college.*

### ABOUT DANIEL MURPHY SCHOLARSHIP FUND, [WWW.DMSF.ORG](http://WWW.DMSF.ORG)

The Daniel Murphy Scholarship Fund (DMSF) works to ensure that financial constraints do not hinder a young person's ability to obtain a quality education. DMSF seeks to create three-way partnerships between college preparatory high schools, the families of bright but economically disadvantaged young people from Chicago, and DMSF. Through these partnerships, young people who traditionally have very little choice in matters of education receive the opportunity to attend a high performing private high school, participate in extracurricular activities, benefit from honors and accelerated high school classes, and take advantage of educational support services and programs. By giving these Scholars the opportunity to attend college preparatory high schools, DMSF is making a difference in the lives of deserving young men and women, their families and their communities.

DMSF has been serving Chicago's most vulnerable students and their families for the past 27 years. Since the first



four scholars began high school in 1990, more than 2,250 students have entered high school as Murphy Scholars. DMSF now awards 130 new scholarships each year and has embarked upon *Forward to 500*, a plan for growth that aims to increase the total number of Murphy Scholars in high school from 400 to 500 by the year 2020. Nearly all of the scholars complete high school and virtually 100% of the high school graduates go on to college. Scholars are currently enrolled in 40 different parochial and independent day schools in the Chicago-area, as well as in 35 boarding schools around the country.

Murphy Scholars face far more obstacles to success than their peers who come from middle and upper class backgrounds. Over the course of its 27 years of scholarship management, DMSF has learned that its Scholars need support beyond simply financial aid in order to succeed with a rigorous high school education. This has led the organization to implement, oversee and continually adjust programming to respond to the academic and social challenges its Scholars face while attending demanding college prep high schools. DMSF's supportive programming begins before its Scholars enter high school and continues until they graduate. It features five core programs: the Bridge to Excellence summer session; Mentoring; Tutoring; College Counseling; and the Summer Opportunities Program. DMSF's objective is to do everything possible to support the success of its Scholars through continuous individualized analysis of their progress, customized access to support and intervention when appropriate.

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DMSF works strategically with bright and talented students who would not otherwise have access to the resources necessary to attend a high performing private high school. All of DMSF's Scholars live in Cook County, and more than 90% reside in the City of Chicago. The current Murphy Scholars reflect the diversity of the City: 49% are Hispanic, 37% are African American, 5% are Caucasian and the balance are of mixed race, Asian or other ethnicities. The average DMSF Scholar comes from a family of five with an income of \$33,000, and 60% are among the first generation in their families to attend college. Approximately two-thirds of the Scholars come from single-parent households.

DMSF is an independent nonprofit organization, governed by a committed Board of Directors, which actively seeks all of its support from private individuals, foundations, institutions and corporations. The annual budget is approximately \$3.9 million and the organization's endowment exceeds \$7 million. In fiscal year 2016, DMSF's revenues exceeded \$3.5 million, and it also secured over \$2.5 million in pledges for its *Forward to 500 Campaign*. To date, DMSF has raised \$3.8 million of the \$6.5 million campaign goal, and has completed Phase I, achieving nearly 100 percent participation from the Board. The Board recognizes that a more ambitious fundraising program will play a critical role in the success of the campaign and its mission to serve more students. A development staffing assessment has recently been completed, by outside counsel, which outlines a plan to reorganize and expand the development department with a focus on relationship-based major gift fundraising. The goal is to increase fundraising revenue by 10-15%, on an annual basis, for the next five years.

**THE CHIEF ADVANCEMENT OFFICER**

The Chief Advancement Officer will report directly to the Executive Director of DMSF. In collaboration with the Board and senior leadership, the new Chief Advancement Officer will work to refine and implement a strategic fundraising plan that guides all aspects of the organization's fundraising, including optimal staffing. The plan will focus on a relationship-based major gift program and expanded communications activity for the organization to successfully complete the *Forward to 500 Campaign* and enhance its fundraising capacity.



The successful candidate will work to expand the culture of philanthropy at DMSF and continue the organization's efforts to build a comprehensive development program that meaningfully engages existing donors and attracts new supporters. This leader will play an important role in hiring new development staff, establishing clear policies and procedures for internal operations and setting measurable short- and long-term goals and metrics to evaluate achievement. The Chief Advancement Officer will partner with the Education team to identify and cultivate individuals, especially current volunteers with capacity to be major donors. S/he will also develop a multi-channel communications plan to increase the visibility of the organization and attract new support.

To be successful, the Chief Advancement Officer will need to bring a record of accomplishment in the area of major gift fundraising, particularly in the implementation of a strategic relationship management system. S/he will carry a portfolio of donors while leading a team of three full-time staff and serving as the champion for all issues related to fundraising and communications.

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**RESPONSIBILITIES**

The Chief Advancement Officer will have the following primary responsibilities:

- Develop a comprehensive operating plan for fundraising and communications, which includes a formalized approach to major gifts and expanded communications activity for the organization.
- Build personal, philanthropic relationships with individual donors and prospects that inspire greater giving and engage new supporters, while using strategic relationship management practices to track the activity.
- Develop and manage the board fundraising strategy, educating board members about the role they play and supporting their engagement. Serve as a liaison to the Development Committee of the Board.
- Represent DMSF to the philanthropic and civic community and serve as an ambassador in various public and private settings.
- Supervise the members of the development staff and outside vendors who are responsible for existing fundraising activities, including:
  - Annual Appeal, which currently includes one annual mailing, reaching a donor base of more than 10,000 individuals
  - Institutional giving, which includes management of the grant application process
  - Fundraising events, including the annual Golf Classic
  - Development-related communications, such as newsletters, press releases, annual reports, appeal letters and other communications to advance fundraising efforts, as well as maintenance of the website and social media channels
  - Donor information, acknowledgement processes and tracking systems
- Create and assign donor portfolios for front-line fundraising staff and meet regularly with the development team to evaluate and refine cultivation and solicitation strategies.
- Maintain and improve development systems that include tracking for individual, foundation and corporate giving and expanded use of the Raiser's Edge donor management system.
- Establish measurable goals and metrics for fundraising activities and results in order to gauge effectiveness.

**QUALIFICATIONS**

- A passionate commitment to advancing DMSF's mission of providing scholarship assistance to Chicago students from economically disadvantaged backgrounds;
- An accomplished record of success in major gift cultivation and solicitation;
- A minimum of 10 years of professional development experience, including proven success leading, managing and retaining a high-performing development team. Experience in capital campaigns is an advantage;
- Ability to identify, qualify, cultivate and manage donor relationships in a way that facilitates deepened engagement over time;

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- Experience building trust and rapport with boards and volunteer leadership, effectively inspiring and supporting new levels of engagement with fundraising activities;
- A positive and authentic approach to relationship-building that inspires long-term financial support and a genuine investment in improving the lives of Murphy Scholars;
- A high degree of initiative and energy; an entrepreneurial spirit and ability to manage multiple priorities, simultaneously;
- A bachelor's degree is required; a master's degree would be an advantage.

**APPLICATION**

Daniel Murphy Scholarship Fund has retained Campbell & Company to conduct this search. The team for this project includes Andrew Smerczak-Zorza, Consultant, and Daniel Fissinger, Associate Consultant. To be considered for this opportunity, please send a letter of interest and resume to:

**Daniel Fissinger**

Associate Consultant, Executive Search

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