

## Director of Annual Giving POSITION GUIDE

### ABOUT DREW UNIVERSITY ([www.drew.edu](http://www.drew.edu))

Drew University, located on a beautiful, wooded, 186-acre campus in Madison, New Jersey, includes the College of Liberal Arts, the Theological School and the Caspersen School of Graduate Studies. It is a Phi Beta Kappa liberal arts university with a total enrollment of more than 2,000 students and 145 full-time faculty members. Over 35% of undergraduate students are from underrepresented groups, and Drew was recently ranked 19th among baccalaureate institutions for the number of international students enrolled. The Theological and Caspersen Schools offer masters and doctoral degrees, and the College confers bachelor's degrees in 32 disciplines.



Drew is dedicated to exceptional faculty mentorship and hands-on learning that successfully prepares students for their futures. Students regularly connect with local communities, and because of Drew's proximity to New York City, it is home to multiple New York

Semester experiences for undergraduate students: Wall Street, United Nations, Contemporary Art, Communications and Media, Social Entrepreneurship, and New York Theatre. Drew also recently received a multi-year grant to transform teaching and learning in the humanities by incorporating emerging digital technologies, methods, and pedagogies.

The university was established in 1867 as a seminary, the antecedent of today's Drew Theological School. In 1928, a gift led to the addition of the College of Liberal Arts, which began as a small college for men, became co-educational during the 1940s and grew significantly in the 1960s. In the early 1980s, it was granted what is still only the fourth Phi Beta Kappa chapter in the state. The Caspersen School of Graduate Studies, which is devoted to advanced study in the humanities, opened in 1955. Both its established humanities-based PhD programs and its degree programs in fields such as medical humanities are closely aligned to the curricula of the other two schools, from which it draws most of its faculty.

#### *Mission*

Drew University's mission is to offer its diverse community of learners a challenging and individualized education shaped by a deep-rooted culture of mentoring, thoughtful engagement with the world beyond its campus, and a steadfast commitment to lifelong cultivation of the whole person. Through its distinctive emphasis on the reciprocity of knowledge, experience, and service, Drew prepares its students to flourish both personally and professionally as they add to the world's good by responding to the urgent challenges of our time with rigorous, independent, and imaginative thought.

#### *Key Info*

2000 students

145 faculty

\$140 million budget (2017)

\$11 million contributions

\$140 million endowment

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[www.drew.edu](http://www.drew.edu)



## LEADERSHIP

Since arriving at Drew in July 2014, Dr. MaryAnn Baenninger and her leadership team have worked to raise Drew's visibility, expand its cutting-edge programs, enhance its reputation as a global learning destination and plan for the future of facilities that enhance learning.

Dr. Baenninger came to Drew with a rich set of experiences to guide her. As President of the College of Saint Benedict for a decade prior to coming to Drew, Dr. Baenninger led a successful capital campaign, diversified the student body, completed multiple construction projects and increased the college's identity at the forefront of global education.

Before becoming a college president, Dr. Baenninger was executive associate director with the Middle States Commission on Higher Education in Philadelphia, where she consulted with numerous institutions on obtaining and maintaining their accreditation status. She is considered an expert in higher education assessment and has lectured widely on the topic.

Dr. Baenninger came to the Drew Presidency with a teaching and scholarly background in higher education. She was a tenured faculty member in the psychology department at The College of New Jersey during most of her teaching career and, prior to that, held teaching positions at Philadelphia University and Washington College. She earned her bachelor's degree, summa cum laude and Phi Beta Kappa, at Temple University, where she also completed her PhD. She also earned professional certificates in higher education administration from Bryn Mawr College and Harvard University. Dr. Baenninger has published extensively in the field of gender and cognition.

## THE DIRECTOR OF ANNUAL GIVING

The Director of Annual Giving is responsible for the development and management of a comprehensive, strategic, and integrated effort to build Drew's base of annual donors, with a particular focus on increasing both unrestricted giving to the University and the annual percentage of alumni giving to Drew's College of Liberal Arts, the Caspersen School, and the Theological School.

The Director of Annual Giving reports to the Vice President for University Advancement and directly manages a team of four, including an Associate Director, two Assistant Directors, and an Administrative Assistant. The Director is a senior member of the Advancement team and will have regular contact with trustees, the President, other senior administrators, faculty, staff, current students, alumni leadership, parent volunteers, and other external constituents. In conjunction with other key leaders and stakeholders, the Director builds and manages a program based on best practices and utilizes a market-informed approach to annual giving.

The Director of Annual Giving's responsibilities include but are not limited to the following:

- Design and implement the annual giving program from concept to completion, which includes: the creation and dissemination of all appeals, both print and digital; the strategic use of social media in engaging alumni, parents, and friends and encouraging their philanthropic support; oversight of the phonathon; and planning and implementing reunion and affinity group giving programs.
- Develop cultivation, solicitation, and stewardship strategies for The Drew Society and The Dendros Society annual



fund donors and prospects. Manage a limited portfolio of Drew Society prospects.

- Collaborate with Advancement colleagues to support the identification and engagement of prospective major gift donors.
- In partnership with the Vice President of University Advancement, develop and prepare the budget for the annual giving program.
- Provide leadership to the advancement team related to annual giving strategies, tactics, and plans.
- Perform comprehensive data analysis related to all aspects of the annual giving program, with a view to evaluating current programs and making recommendations for program changes.
- Collaborate with the communications office to ensure brand attributes and messaging are incorporated into annual giving appeals, marketing, and other materials.
- Supervise and mentor a professional and support staff of four individuals.

## MAJOR OBJECTIVES

In the first 12 to 18 months of service, the Director of Annual Giving will work to realize the following objectives:

- Draw upon past experience, data analysis and industry knowledge to assess annual giving operations and identify needs to incorporate best practices.
- Develop a strong rapport with the annual giving team and identify opportunities to grow the team's competencies through expanded responsibilities and professional development opportunities.
- Expand the phonathon program and build sophistication through implementation of formal caller training, a structured pledge reminder process, and messaging language for callers.
- Enhance digital appeals and incorporate with existing outreach to increase annual giving results.

## QUALIFICATIONS

To be successful, the Director of Annual Giving must bring the following experience and qualifications:

- At minimum of 5-8 years of progressive experience in annual giving leadership.
- Demonstrated fundraising success in a complex and dynamic environment, ideally in a higher education institution.
- Strong project management skills and the ability to oversee multiple initiatives simultaneously.
- Extensive knowledge of segmentation and new media marketing strategies.
- High-level proficiency using fundraising database software, specifically Raiser's Edge.
- A collaborative and inspiring approach that is supported by data centered rigor and a strong emphasis on accountability.
- Demonstrated knowledge of the theories, principles, and practices of constituent relations and fundraising for higher education.
- Strong track record of motivating, developing, and educating professional and support staff.
- Excellent communication skills, both written and verbal.
- Leadership presence that is effective with diverse constituencies, including Trustees, Cabinet, and Faculty.
- A Bachelor's degree is required; A Master's degree is preferred.

## APPLICATION

Daniel Fissinger and Alexandra Catuara are leading this search. To be considered for this opportunity, please send a letter of interest and resume to:

**Alexandra Catuara**

Associate Consultant, Executive Search

[anc@campbellcompany.com](mailto:anc@campbellcompany.com)

312.506.0060 direct



*To enrich education through diversity, Drew University is an Affirmative Action/Equal Opportunity Employer. In accordance with Department of Homeland Security regulations, a successful candidate must be authorized to work in the United States. These positions are subject to a background check.*