



Evans Scholars Foundation

Director, Major Gifts

Position Guide

Western Golf Association Evans Scholars Foundation

The Evans Scholars Foundation (ESF) awards full tuition and housing scholarships to high-achieving caddies with limited financial means. Established in 1930 by the Western Golf Association and celebrated amateur golfer Charles “Chick” Evans Jr., the Foundation administers the nation’s largest scholarship program for caddies. Currently, 935 students are enrolled at 20 universities, including 15 where the ESF operates Scholarship Houses. More than 10,400 men and women have graduated as Evans Scholars.

With tuition rates on the rise, paying for college has become increasingly difficult for many families. In recent years, record numbers of caddies have applied for the Evans Scholarship, showing that the need is greater than ever. To meet these challenges, ESF plans to grow the number of Scholars living in community to 1,000 by 2020, while expanding the Program geographically from coast to coast. Today, more than 28,700 Par Club donors support ESF. The Foundation is also the sole beneficiary of the BMW Championship, a PGA TOUR FedExCup Playoff event conducted by the Western Golf Association.

The Position

Reporting to the Senior Vice President of Development and Strategy, the Director, Major Gifts is a new position created to increase ESF’s capacity to secure major gifts from individuals in support of an upcoming multi-year capital campaign in what is targeted as ESF’s largest fundraising endeavor in the organization’s history. S/he will work closely with the development team and campaign volunteers to determine effective, donor-centric strategies to influence campaign gifts of up to six- and seven-figures. The Director will manage a portfolio of approximately 180 current donors who

MISSION

Founded in 1899, the Western Golf Association conducts world-class championships for professional and amateur golfers, promotes the use of caddies and supports the Evans Scholars Foundation, which awards full tuition and housing college scholarships to caddies from modest means

KEY INFO

\$29.2 million in private support in 2015 (total revenue \$32 million); 67 full-time employees

give between \$2,500 and \$10,000 annually and are members of ESF's Par Club. In the first year, it is expected the Director will build relationships to sustain at least an 85% renewal rate of Par Club members and a portfolio value of nearly \$500,000. To be considered successful in the first year the Director will enhance donors' relationship with ESF such that they influence an additional \$100,000 to \$150,000 of philanthropic giving.

In recent years, ESF has created an advanced moves-management system that encourages gift officers' creativity and drive to meet, engage and solicit donors. Key measurements the Director will be evaluated by includes in-person visits and identifying original "best new prospects" to sustain a dynamic portfolio. ESF has also created a performance-based annual bonus system for staff who meet individual goals and contribute to the overall philanthropic success of ESF. In order to be successful, s/he will travel at least 50% time in metropolitan Chicago and other key Midwestern cities to meet with ESF supporters. Occasionally and as opportunities arise, s/he may travel outside the Midwest.

Major Objectives

Within the first 12 months, the Director, Major Gifts will achieve the following major objectives:

- Establish trust and confidence quickly with ESF staff, volunteers and alumni, Western Golf Association (WGA) Directors, and leaders at area golf clubs through capable leadership and authentic engagement of individuals in his/her donor portfolio.
- Be readily conversant and affable about the case for donors to support the upcoming multi-year capital campaign and ESF's funding priorities.
- Have developed a donor outreach strategy that produces, on average, 10-12 unique in-person meetings monthly with individuals in his/her donor portfolio. Secure between \$600,000 and \$650,000 in major gifts.
- Embrace the high-performance culture of ESF and aspire to improve fundraising results in his/her second year in support of the capital campaign.

Responsibilities

- Establish short- and long-range goals for funding sources and work with WGA Directors, Alumni leaders, and outside constituents.
- Provide organizational and fundraising support for multi-year comprehensive campaign.
- Research clubs, organizations, and individuals to identify potential sources of funding for overall WGA/ESF mission.
- Work with ESF staff to develop projects to secure gifts.
- Staff and organize activities of ESF and volunteers relating to fund raising activities.

- Attend and provide support at benefit events such as banquets, galas, or golf events.
- Organizes solicitation drives for pledges of ongoing support from individuals.
- Compile and organize data from various fundraising initiatives, past results, etc. and create reports in a thorough and comprehensive manner.
- Communicate the mission to potential contributors and inform the potential contributors of special needs of ESF.
- Encourage individuals to establish or contribute to special funds through endowments and planned gifts.
- Coordinate with Administration department to accurately maintain records of constituent and preparing letters of acknowledgment to send to contributors.

Qualifications

The ideal candidate will possess most of the following qualifications:

- Strong belief and commitment to ESF's mission and vision.
- A drive to meet and establish relationships with supporters of ESF and a genuine spirit to explore their interests and passion for hard-working young caddies and their pursuit of a college education.
- A minimum of three years of successful major gift fundraising or sales and client development in wealth planning or other non-tangible service offerings to individuals. Experience securing five- and six-figure philanthropic gifts and/or client engagements.
- Knowledge of, and enjoyment of the game of golf is an advantage.
- Ability and willingness to travel at least 50% time; must have a valid driver's license.
- Ability to design, implement and execute a fundraising plan, including individualized cultivation, solicitation, and recognition strategies. Knowledge of and experience with stock, planned, and deferred gifts is an advantage.
- Ability to work independently and collaboratively as part of a dynamic team.
- Ability and personality to interact comfortably with ESF caddies and alumni, volunteer leadership, philanthropists, and/or golf professionals in the Midwest.
- Strong writing and presentation skills to persuasively convey the mission of ESF and opportunities to support the upcoming capital campaign in individual and group settings.
- Accountability for timely follow-up with donors, ESF staff and other constituents.
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from groups of staff, donors, and the general public.

- Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. Ability to analyze budget figures for data presented and able to present data effectively.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Knowledge of Microsoft Outlook Contact Management systems; Raiser's Edge Database software; Internet software; Microsoft Excel Spreadsheet software and Microsoft Word Processing software.
- A bachelor's degree is required.

Application

Evans Scholars Foundation has retained Campbell & Company to identify qualified and interested candidates for the Director, Major Gifts. The deadline to apply is February 3, 2017. To be considered for this opportunity, please send a letter of interest and resume to:

Andrew Smerczak-Zorza
Consultant, Executive Search
ajs@campbellcompany.com
(312) 896-8892

Campbell & Company
www.campbellcompany.com

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