

Director, Principal Giving Alumni Affairs & Development

Opportunity Brief

Geography

About the University of Guelph

Established in 1964, The University of Guelph is a comprehensive university, home to over 29,000 undergraduate and graduate students, including 1,400 international students from over 120 countries.

A research-intensive, learner-centered university, the University of Guelph attracts students, faculty and staff of the highest quality. The University is globally-renowned for its impactful research, excellent academic reputation, publication intensity, student satisfaction and engagement, and the number of faculty achieving international recognition through awards. Its faculty have a strong track record of excellence in teaching, generating new knowledge and discovery, and applying this knowledge to improve life. Improving life means directing University of Guelph scholarship, research, and service toward the pursuit of truth, and creating the potential for positive change in the world. The President of the University of Guelph has made sustainability in all of its forms a strategic focus of the institution. He has committed the University to being a place where complex and difficult questions are asked about how to live and work sustainably, and how to ensure that society is making decisions that are informed by an understanding of, and commitment to, sustainability.

The University of Guelph's guiding principles are five-fold, as per the President's Strategic Renewal Framework:

- *Inspiring Learning and Inquiry* through commitment to evidence-based teaching and learning practices, experiential learning and engaged scholarship.
- *Catalyzing Discovery and Change* through scholarly excellence and fostering innovation in research, teaching, and learning.
- *Connecting Communities* through internal collaboration among undergraduates, graduate students, faculty, staff, and alumni, and externally with the local and international community, other educational institutions, government, and businesses.
- *Stewarding Valued Resources*, including safeguarding environmental resources and using resources in an equitable, productive, and sustainable way.
- *Nurturing a Distinctive University Culture* through commitment to creating an environment that is hospitable, safe, equitable, and intellectually challenging.

Known for its beautiful campuses and welcoming, supportive culture, the University of Guelph blends historical and modern architecture with cutting-edge technology. Its living and learning environments encourage exploration and the interdisciplinary sharing of new ideas, critical for meeting challenges posed by today's complex and interconnected world.

Located in Guelph, Ontario, on the ancestral lands of the Attawandaron people and the treaty lands and territory of the Mississaugas of the Credit, the city is a unique blend of urban and rural culture and is repeatedly recognized as one of the best places to live in the country. With Toronto a short distance to the east, Kitchener-Waterloo to the west, and London to the south-west, Guelph is an important nexus in the southern Ontario area.

For more information about the University of Guelph, visit <https://www.uoguelph.ca/> and <http://strategicrenewal.uoguelph.ca/>.

Alumni Affairs & Development (AA&D)

Alumni Affairs & Development (AA&D) is a 75 member team that is undertaking a transformation to support the goal of consistently raising at least \$60 million a year in sustained annual philanthropic support while establishing itself as one of Canada's most sought-after advancement organizations. A key part of this transformation is the creation of a dedicated Principal Gift function. In its most recent completed fiscal year, the University attracted \$45.3 million in fundraising support, and is on target to raise more than \$ 50 million in the current year.

The Vice-President (External) has oversight of Communications and Marketing, Office of International Strategy & Partnerships and Alumni Affairs and Development (AA&D). The Associate Vice-President (Advancement) has six defined directorates that have been created under the department's reorganization and include:

Advancement Services: comprised of Financial Services & Records, Information Systems and CRM Project Management, Prospect Management Office, Research, Development Assistants, and HR (25 FTEs)

Principal Giving: includes gift planning team (3.5 FTEs)

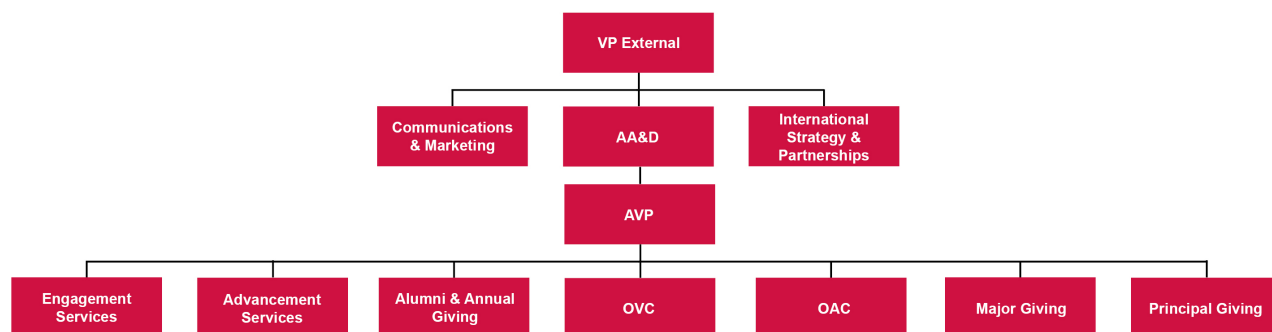
Major, Giving: includes Senior Development Managers and Development Manager (10 FTEs)

Alumni & Annual Giving: Alumni Advancement Managers, Annual Giving Team (10 FTEs)

Engagement Services: Events Team, Communications Team, Donor Relations Team (9 FTEs)

College Advancement for both Ontario Veterinary College (OVC) and Ontario Agricultural College (OAC) (5 FTEs each)

Members of AA&D's leadership team are expected to model and uphold the department's values of respect, empowerment, integrity, appreciation and forward focus and to work collaboratively and strategically toward shared goals and measurable outcomes.



The Opportunity

Reporting to the Associate Vice-President (Advancement), The Director Principal Giving will play a central role in the university's efforts to secure principal gifts with a particular focus on gifts (\$5M+) from individuals, corporations, and foundations and work closely with the President, Provost, Vice-President External and Associate Vice-President Advancement in developing and implementing strategies to cultivate, solicit, and steward high-level donors at this level.

The Director is a member of AA&D's senior management team responsible for setting policies, establishing priorities and providing strategic direction for the department. The incumbent builds strong connections amongst alumni donors (in particular, the university's top donors) and the University of Guelph. The Director advances the University's reputation and mission with alumni and donors.

The Director will play a key role in cultivating the university's long-term relationships with \$ 5M+ capacity donors, while leveraging the connections and vision of university leaders to secure support for strategic and transformative university priorities and initiatives that will lay the groundwork for a University-wide minimum \$ 600 Million campaign. The Director's portfolio will also include leadership and oversight of the planned giving program deploying team resources as needed to meet the needs of this portfolio. They oversee collaborations among AA&Ds units, the Offices of President and VPs, other University departments and academic units.

Key Accountability Areas:

Donor Cultivation & Solicitation (40%)

- Partner with the Pipeline Research Office to identify transformative gift prospects potentially aligned to UoG's key strategic priorities.
- Direct and advise President, Provost, Deans, Vice President External, Associate Vice President Advancement and other university leadership in personal solicitations and interactions with top donor prospects, overseeing preparation, execution, and follow-up activity for such meetings.
- Partner with fundraising relationship managers to cultivate and solicit principal giving prospects.
- Build and maintain strong relationships with high-net-worth philanthropists.
- Actively maintain a portfolio of 10 principal gift level prospects, particularly where there are multiple complex university relationships and the opportunity exists to have university-wide impact that requires thoughtful, experienced, prospect management.
- Travel as necessary to meet with donors/prospects and execute strategic moves.

Strategic Leadership (20%)

- Develop and execute a comprehensive principal giving strategy aligned with the university's mission and fundraising priorities, laying the foundation for a growing Principal Gifts office at the University of Guelph.
- Collaborate with university leadership to identify and prioritize transformative philanthropic funding opportunities which will form the basis of a case for support for a minimum \$600 Million university-wide campaign.
- Advise key university officers on opportunities for their involvement with specific fundraising and engagement events and initiatives with top prospects.
- Maintain highest level of confidentiality and set and maintain pace around donor moves.
- Collaborate with fellow Directors within AA&D to inform legacy giving strategy and opportunities to increase the marketing, promotion, and lead generation legacy support. The legacy giving team is comprised of three staff reporting into the Senior Manager, Legacy Giving.

Stewardship Engagement (20%)

- Ensure effective stewardship of principal gift donors through personalized communication, activities, and recognition.
- Plan and execute the most relevant and strategic donor engagement activities, including events, meetings, and campus visits.
- Oversee a stewardship program in collaboration with stewardship roles in colleges/units to provide regular updates to principal gift donors on the impact of their contributions.

Collaboration & Coordination (10%)

- Work closely with academic leaders, fundraising colleagues, faculty, and volunteers to shape compelling ideas that will attract transformational gifts based on institutional initiatives and presidential priorities.
- Develop a deep understanding of the university's overarching strategic priorities, as well as the programs and aspirations of the colleges and units where Principal Gifts are needed.
- Responsible for managing/orienting senior volunteers and subject matter experts for the purpose of fundraising objectives.

Reporting & Accountability (10%)

- Monitor and report on principal giving activities and outcomes.
- Maintain accurate documentation of donor interactions and contributions in the university's database.
- Ensure compliance with all relevant fundraising regulations, policies, procedures, and ethical standards.
- Oversee the development, implementation and evaluation of operating procedures and policies related to the efficient and effective operation of the principal gifts portfolio.

Candidate Qualifications

The university recognizes that no one individual will have the following skills/experience in equal measure but the qualifications below will be used to assess the suitability of candidates throughout the process:

- A university degree and 6-8+ years of senior leadership experience in a university or comparable institution;
- 5+ years experience public sector fundraising, with preference for principal gift fundraising and a proven track record of success securing principal (\$1M+) gifts;
- 3-5+ years staff and business management experience;
- 3-5+ years senior volunteer management experience;
- Proven track record of being strategic, creative and innovative in a high-pressure work environment;
- Superior strategic planning, people management and administrative skills to lead a team with disparate functions, skill sets and requirements;
- Ability to coach and develop team members as well as influencing colleagues and peers;
- Exceptional interpersonal skills to work in a complex environment demonstrating tact, good judgement, diplomacy, self-awareness and adaptability;
- Ability to deal effectively with diverse groups of people, including senior administration, colleagues, donors and alumni; ability to anticipate, identify and respond to needs and interests of varied audiences;
- Demonstrated experience building consensus and influencing direction and priorities;
- Dynamic self-starter with entrepreneurial spirit who can think and lead strategically with imagination, and possesses a good sense of humor with the ability to challenge and inspire;
- A background developing creative communications, presentations that allow success both within the campus environment and externally;
- Ability to make difficult and complex decisions with good judgment and with acute sensitivity to the political environment and to the reputation of the university;
- Inspiring leadership and motivation skills, with proven ability to lead groups towards completion of long-term goals in dynamic environments; and,
- Significant experience in business management and development, including budget planning and analysis.