



Claflin University
The World Needs Visionaries

Inviting Applications and Nominations for

Associate Vice President for Major and Planned Gifts

Claflin University, a four-year, independent, residential institution, seeks a proven fundraising professional to serve as the **Associate Vice President for Major and Planned Gifts**. Reporting to the Vice President for Institutional Advancement, this officer is responsible for developing and implementing an aggressive program that will identify, cultivate, and solicit major gifts to benefit the University.

Orangeburg, South Carolina



The Opportunity

The Associate Vice President for Major and Planned Gifts plays a key role in securing substantial financial resources and gifts that enable Claflin to accomplish its mission and achieve its strategic goals. This senior development officer is responsible for managing the major gift program and ensuring its operations successfully benefit the University.

Performance Objectives:

ORGANIZATION MANAGEMENT

- Serves as a leader in securing major gifts and is responsible for planning and implementing major gifts fundraising activities
- Manages major gifts program involved in all aspects of identifying, cultivating, soliciting, and stewarding major gifts prospects
- Develops both long- and short-range operational action plans to strengthen and grow the major gifts program
- Works closely with the Director of Institutional Advancement and Stewardship to plan targeted outreach activities aimed at increasing the donor pool and cultivating/stewarding existing prospects
- Works closely with other division directors (Annual Fund/Alumni Relations, Institutional Advancement and Stewardship, Foundations and

Corporate Relations) in planning innovative outreach activities aimed at strengthening the donor pool and cultivating/stewarding existing prospects

- Develops an aggressive planned giving program aimed at securing gifts from alumni and friends of the University through wills, estate planning, life insurance programs, stock, and various forms of trusts
- Works closely with the Vice President for Institutional Advancement in responding to strategic institutional priorities by planning, setting, and monitoring annual goals aimed at supporting those priorities
- Provides staff support for Advancement staff members who are active in fundraising
- Trains and oversees interaction with volunteers

PROSPECT MANAGEMENT

- Directs all phases of fundraising effort for major prospects/donors
- Serves as a leader in planning and conducting fundraising rating meetings and seminars
- Plans and implements strategies for identification, timely solicitation, and stewardship of prospects
- Cultivates, solicits, and stewards prospects through personal visits and written and oral communications

Mission Statement

Claflin University is a comprehensive institution of higher education affiliated with the United Methodist Church. A historically black university founded in 1869, Claflin is committed to providing students with access to exemplary educational opportunities in its undergraduate, graduate and continuing education programs. Claflin seeks to foster a rich community comprised of students, faculty, staff, and administrators who work to nurture and develop the skills and character needed for engaged citizenship and visionary and effective leadership.

In its undergraduate programs, Claflin provides students with the essential foundation of a liberal arts education. Emphasizing critical and analytic thinking, independent research, and oral and written communication skills, the University invites students to use disciplined study to explore and confront the substantive challenges facing the global society. Claflin's graduate programs provide opportunities for advanced students to increase their specialization in particular fields of study oriented toward professional enhancement and academic growth. Its continuing education programs provide students with expanded avenues for professional development and personal fulfillment.

Qualifications

Candidate must have a master's degree and at least five years of demonstratively successful experience in fundraising in an organization with a viable and comprehensive major gifts development program. At least five years of experience in major gifts is highly desired.

Other requirements include:

- Demonstrated managerial and administrative experience in major gifts
- A high-energy level with an imaginative and entrepreneurial approach to fundraising
- An aptitude for staff development
- A track record of being a team player
- Proven interpersonal oral and written communications and organizational skills
- A good working knowledge of computerized systems
- The ability and willingness to travel extensively, both weekdays and weekends

Claflin University

Founded in 1869, Claflin University is the oldest historically black institution of higher education in South Carolina. The independent, four-year, liberal arts



university is affiliated with the United Methodist Church and is recognized as one of the premier liberal arts institutions in the nation.

In 2014, *U.S. News & World Report* ranked Claflin as the 9th best HBCU in the nation, and *Washington Monthly* named the institution the best liberal arts college in South Carolina.

With an enrollment of approximately 2,000 students, Claflin has a student-faculty

ratio of 14:1. Nearly 80 percent of the University's 117 full-time faculty members hold terminal degrees in their respective fields.

Claflin's 12 academic departments are housed in four academic schools: School of Business, School of Education, School of Humanities and Social Sciences, and School of Natural Sciences and Mathematics. Students can pursue 35 undergraduate majors.

Claflin University Guiding Principles

At the center of everything the University does is a system of values informing and guiding all policies and programs. These values, expressed through Claflin's decisions and actions, are defined by five overarching guiding principles:

- Commitment to Excellence through doing things better and differently.
- Commitment to Valuing People by providing a safe, wholesome and healthy environment for our people to live, learn and work.
- Commitment to Being Customer Focused, ensuring that everyone knows who the customer is and takes steps to show it.
- Commitment to Exemplary Educational Programs by educating our students in a way to help them have a full, quality life and function as productive citizens.
- Commitment to Financial Accountability by putting in place sound and effective fiscal policies, which are consistent with the mission and goals of the University.



Executive Search *for* Associate Vice President for Major and Planned Gifts

The University also offers three dual-degree programs:

- Engineering (3+2 with Clemson University)
- Engineering Technology (3+2 with South Carolina State University)
- Biology/Public Health (4 + 1 with the University of South Carolina)

Two graduate programs are available: Master of Business Administration and Master of Science in Biotechnology.

Claflin is a member of the Southern Intercollegiate Athletic Conference of the NCAA (Division II). The University fields nine intercollegiate teams. The men's sports include basketball, baseball, tennis, and track and field. Programs for women include basketball, softball, volleyball, tennis, and track and field.

Orangeburg, SC

Claflin's historic 46-acre campus is located in Orangeburg, South Carolina, a city of 15,000 residents. Located 40 miles southeast of Columbia, the capital and largest city of South Carolina, Orangeburg offers the friendliness of a small town with the entertainment, recreational, shopping, and dining activities and offerings of a major city only a short drive away.

Columbia has a diversified and growing



Under the leadership of President Henry N. Tisdale, Claflin's historic campus has undergone more than \$50 million in renovations and improvements.

economy. Along with the South Carolina state government, the city has major employers in the areas of health care, energy, banking, insurance, transportation,

and technology. Additionally, Columbia is home to Fort Jackson, the U.S. Army's largest and most active initial entry training installation.

Claflin University is an Equal Opportunity Employer.

Application and Nomination Process

Confidential inquiries are welcomed and nominations are invited.

1. **To Apply** - Applications must include a letter of interest, resume, at least five references with full contact information. References will not be contacted without consent from applicants.
2. **As part of your application packet**, submit your answers to the questions at: www.myersmcrae.com/skins/userfiles/file/MMQuestions.pdf
3. **Submit applications to:** Claflin-AVP@myersmcrae.com

Nominations should include contact information for the individual being nominated. Submit nominations to the email provided above.

Application materials are being reviewed. Search is open until position is filled.

Myers McRae Executive Search and Consulting is assisting Claflin University with this search. The consultant team leaders are:

Emily Parker Myers
President and CEO

Kenny Daugherty
Executive Vice President and COO



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