



CLAFLIN
UNIVERSITY

Inviting Applications and Nominations for

Associate Vice President for Major and Planned Gifts

Clafin 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 programs and 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

Claflin University

Vision Statement

Claflin University will be recognized as a leading 21st Century institution of higher education that develops a diverse and inclusive community of globally engaged visionary leaders

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 is dedicated to providing a student-centered, liberal arts education grounded in cutting-edge research, experiential learning, state-of-the-art technology, community service, and life-long personal and professional fulfillment.

Claflin is a diverse and inclusive community of students, faculty, staff, and administrators who work to cultivate practical wisdom, judgment, knowledge, skills, and character needed for globally engaged citizenship and effective leadership.



Executive Search for Associate Vice President for Major and Planned Gifts

- 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

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

Clafin University

Founded in 1869, Clafin 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.

Clafin is ranked among the nation's top liberal arts colleges in *Washington Monthly*, *Forbes.com*, and *U.S. News & World Report*.

With an enrollment of 2,000 students, Clafin has a student-faculty ratio of 13:1. Nearly 83 percent of the University's 117 full-time faculty members hold terminal degrees in their respective fields.

Clafin's 12 academic departments are housed in four academic schools: School of Business, School of Education, School of Humanities and Social Sciences,

Clafin 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 Clafin'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

and School of Natural Sciences and Mathematics. Students can pursue 36 undergraduate majors.

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)

Three graduate programs are available: Master of Business Administration, Master of Education in Curriculum and Instruction, and Master of Science in Biotechnology.

Clafin 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

Clafin'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



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

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 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.

Clafin 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
 - b) Resume
 - c) At least three references with full contact and email information (References will not be contacted without applicant's consent.)
2. **Submit applications to Clafin-AVP@myersmcrac.com.**
Review of applications begins immediately. **Applications will be accepted until the position is filled.**
3. **Submit nominations to Clafin-AVP-nominate@myersmcrac.com** along with complete contact and email information for the individual being nominated.

Kenny Daugherty, President of **Myers McRae Executive Search and Consulting**, is assisting Clafin University with this search.



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