



Clafin University
The World Needs Visionaries

Invites Applications and Nominations for

Major Gifts Officer

Clafin University, a four-year, independent, residential institution, seeks a fundraising professional with experience in major gift solicitation to serve as the Major Gifts Officer. Reporting to the Assistant Vice President for Major and Planned Gifts in the Division of Institutional Advancement, this officer has a key role in identifying, cultivating, soliciting, and stewarding major gifts to benefit the University.

Orangeburg, South Carolina



The Opportunity

The Major Gifts Officer plays a key role in securing substantial financial resources and gifts that enable the University to accomplish its mission and achieve its strategic goals. This development officer is responsible for providing administrative support for all major and planned giving efforts at the University by annually managing a portfolio of 125 to 200 major and planned giving prospects. Additionally, this officer assists in the administration and maintenance of all policies and procedures for accepting major and planned gifts.

Other responsibilities include:

- Collaborating closely with the Assistant Vice President of Major and Planned Gifts to design, plan, and implement an aggressive marketing program to identify, cultivate, solicit, and effectively steward major gifts from alumni and friends of the University
- Preparing and presenting proposals and solicitation materials for prospects
- Meeting and working with prospects in both one-on-one and group settings
- Identifying individuals who may be amenable to investing in the University
- Designing and implementing a program to bring selected alumni and friends to the campus and to visit on an annual basis
- Establishing annual goals for identifying new individual prospects
- Establishing a program designed to increase the size of gifts received from alumni and friends and to secure additional gifts from those individuals
- Developing cultivation and solicitation strategies, in cooperation with the Prospect Management Committee, to move donors to higher giving levels through the use of Moves Management strategies
- Developing and implementing a marketing strategy, including workshops, dialogues, and one-on-one meetings
- Planning and implementing an aggressive planned giving program in collaboration with other major gift team members
- Hosting regular seminars focused on financial planning, wealth management, and deferred giving, and managing volunteer leaders as assigned
- Tracking and recording all major gift prospect activities in the Raiser's Edge database system as outlined by departmental policies and procedures
- Performing all other duties assigned by the Assistant Vice President for Major and Planned Gifts and the Vice President for Institutional Advancement within the scope of the position

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 should possess at minimum a bachelor's degree, with a master's degree in non-profit management or philanthropic studies, public administration, marketing/public relations, or a related field preferred. A Certified Fund Raising Executive (CFRE) and/or licensed insurance agent is a plus.

Candidate also must have three to five years of experience in major gifts solicitation. Considerable knowledge of CASE and/or AFP fundraising concepts, techniques, and practices are required.

Other requirements include:

- A working knowledge and demonstrated ability to operate computer and various software, i.e. *Microsoft Word, Excel, the Internet, Raiser's Edge, PowerPoint, Publisher, etc.*
- A demonstrated ability to take initiative and to work independently as well as a team member
- Strong organizational skills
- Effective communication skills, both written and verbal
- A strong ability to multi-task
- A demonstrated ability to be flexible and adaptable to changes that may occur
- 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.

In 2014, *U.S. News & World Report* ranked Clafin 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, Clafin 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.

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.



Major Gifts Officer Executive Search

Clafin'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.

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.

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



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

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

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.

Applications & Nominations

Confidential inquiries are welcomed and nominations are invited.

To Apply: Applications should include: **a)** cover letter addressing how the candidate's experience matches the position requirements; **b)** a current resume; **c)** contact information for at least four references; and **d)** answers to the questions at: <http://www.myersmcrac.com/skins/userfiles/file/MMQuestions.pdf>

Submit application materials to: Clafin-MGO@myersmcrac.com

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

Nominations should include contact information for the individual being nominated.

Submit nominations to: Clafin-Nominate@myersmcrac.com

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



515 Mulberry Street, Suite 200
Macon, Georgia 31201
www.myersmcrac.com