



Director, Prospect Management & Analytics
Rhode Island School of Design

Providence, RI
<https://www.risd.edu/>

Send Nominations or Cover Letter and Resume to:

Zena Lum
Senior Consultant
(857) 445-4930
zlum@LindauerGlobal.com

The Opportunity

Contemporary times call for contemporary thinkers.

Rosanne Somerson
Co-Editor, *The Art of Critical Making*
President, Rhode Island School of Design

The mission of [Rhode Island School of Design \(RISD\)](#), through its College and the [RISD Museum](#), is to educate students and the public in the creation and appreciation of works of art and design, to discover and transmit knowledge, and to make lasting contributions to a global society through critical thinking, scholarship, and innovation.



As RISD approaches its sesquicentennial, its Division of Institutional Engagement (IE) is making an unprecedented investment in building a best-in-class team to engage donors, alumni, parents, faculty, and



staff in a new wave of philanthropic support. In the introduction to *The Art of Critical Making: Rhode Island School of Design on Creative Practice*, co-editor Rosanne Somerson, then the Provost and now the 17th President of RISD, wrote “...artists and designers manifest what has not existed previously — in many cases, what has never been imagined.” Candidates who approach their advancement careers with this spirit of innovation, entrepreneurialism, and creativity will thrive in IE’s fast-paced, collaborative, and ambitious culture.

Position Overview – Director, Prospect Management & Analytics

Summary:

The Director is responsible for the overall prospect development program at RISD, which includes prospect management, proactive prospecting, prospective and current donor research, tracking, and reporting in relation to the general fundraising initiatives at RISD. S/He is responsible for the methodologies and quality of the research services, providing a formalized road map and workflow for identifying and qualifying new prospective major and planned gift donors. The Director proactively engages and collaborates with the Vice President, Executive Director of Development, Executive Director of Campaign Planning and Strategies, and philanthropy officers to manage portfolios and track progress. S/He is expected to conduct projects to analyze data, applying descriptive statistics and data visualization to communicate information, as well as to predict future behavior and explain trends for internal and external audiences.

Essential Functions/Duties:

Prospect Management and Tracking: (50%)

- Proactively and collaboratively consult with and train all staff involved in major gift fundraising to assure the proper use and understanding of prospect management and the Raiser’s Edge prospect module. Respond to requests related to prospect management, develop reports/dashboards to track activity and ensure optimal portfolio and prospect pool management.
- Provide analysis and strategic assessment of prospect and donor trends related to the prospect fundraising cycle. Provide strategic analysis regarding the prospects in the portfolio and the best approach for each to move them through the giving cycle. Review performance management reports with fundraising staff.
- Develop supportive and productive relationships with the Executive Director of Development and philanthropy officers and serve as the liaison between the development officers and Advancement Services regarding the prospect management and tracking system and related research data.
- Develop and manage composition of gift officer’s portfolios
- Facilitate the day-to-day functionality of the prospect management and tracking system within Raiser’s Edge to systematically move a large volume of prospects through the development stages in order to maximize fundraising success.

- Ensure compliance with the Prospect Management Policy and implement the policy across officer portfolios, as directed by the Vice President.
- Develop systems to identify, record, code for database, and track potential members of the Board of Trustees, Board of Governors, and other key volunteer roles, based on feedback and guidance from Vice President.
- Develop and implement methodologies for researching prospects and donors through standard industry resources; provide biographical, financial, corporate, foundation, and other types of research as needed.
- Establish and maintain a process for allocation of new prospects to the portfolios of frontline fundraisers.
- Construct and provide queries and lists/reports in Raiser's Edge for prospect management purposes.
- Facilitate regular prospect management and pipeline meetings. Provide a portfolio review and assessment for development officers at regularly prescribed times throughout the fiscal year.
- Design and implement a qualification rating process for evaluating financial giving capacity and affinity and incorporating the process into visual data analysis.
- Direct and manage a road map and workflow for proactive prospect identification system(s) for identifying new major gifts prospects using a variety of techniques including analysis, data analytics, management, and data mining to successfully execute the flow of prospects into and through the donor pipeline.

Prospect Analytics Functions: (30%)

- Conduct pre-campaign assessments, including analysis of gift potential of prospect pool, strategy, and execution for campaign. Measure effectiveness of ongoing- and post-campaign efforts, including overall achievement, prospect demographics, prospect pool utilization, and evaluation of fundraiser performance.
- Effectively use data analytics to provide detailed predictive modelling and wealth screenings to identify opportunities and tactics for prospect identification, qualification, and prospect pool utilization.
- Assess results and limitations of analytics studies to determine realistic action steps to improve fundraiser effectiveness and performance return.

Management/Administration: (20%)

- Manage RISD's research analysis staff and consultants as needed.
- Manage the workflow of prospect research, prospecting, and prospect management and tracking, reporting on new prospects identified and assigned, proposals generated, and special projects.
- Generate staff collaboration, including meeting with various staff to promote and discuss roles of collaboration within prospect management.
- Keep abreast of the trends in philanthropy and in charitable giving. Research best practices and the fundraising priorities at RISD.
- Develop, maintain, and regularly review policies and procedures on research methodologies, the qualification process, and prospect management.
- Manage resources, including electronic subscriptions, and evaluate the quality and relevance of these resources for prospect research and development.

- Perform other duties as assigned, including occasional nights and weekend work required for RISD Weekend, Commencement, and other campus events; and possibly travel to facilitate peer screening sessions.

Required Qualifications:

- Bachelor's degree required or equivalent combination of education and experience.
- Minimum of seven years in prospect development or equivalent field.
- Proficient in using relational databases; deep understanding of information management.
- Computer proficiency; experience with Microsoft Word, Excel, and Access; Lexis-Nexis; Noza; Wealth Engine; and other appropriate electronic resources.
- Strong organizational skills, the ability to work independently, and exercise sound judgment and initiative.
- Strong oral communication skills.
- Excellent interpersonal skills to create effective collaborations among various levels of staff, faculty and constituencies across the campus community to bring large scale projects to completion.
- Ability and desire to work independently and as part of a team.
- Knowledge of and demonstrated experience with staff supervision, principles of management, leadership, conflict resolution, negotiation, and motivation.
- Strong problem solving, critical thinking, and analytical skills.
- Experience in development, research, or financial institutions strongly preferred.
- Must meet the qualifications of The Body of Knowledge, the advanced skills set as defined by the Association of Professional Researchers for Advancement (APRA).
- Excellent project management and collaborative experience.
- Proficiency in writing clearly and concisely.
- Ability to appropriately use and manage sensitive and confidential data.
- Excellent time management skills, including the ability to work well under deadlines and manage multiple projects simultaneously.
- Proven success at establishing and achieving quantifiable objectives.
- Commitment to the mission and values of RISD and a passion for learning and continuous improvement.

Rhode Island School of Design does not discriminate on the basis of race, color, religion, age, sex, sexual orientation, gender identity or expression, disability, national origin, veteran status, or any other characteristic protected by law in admission to, participation in, or administration of its educational programs and activities; in employment; or in its other programs and activities.



RISD complies with all applicable state and federal statutes, including Title IX of the federal Higher Education Amendment of 1972, which prohibits discrimination on the basis of sex under any education

program or activity receiving federal financial aid. Sexual assault and sexual harassment are forms of sex discrimination prohibited by Title IX. [Learn more about RISD's commitment to Title IX.](#)

Institutional Engagement Overview

The Division of Institutional Engagement advances RISD's mission by strategically fostering lifelong relationships with alumni, parents, friends, and organizations to strengthen goodwill and philanthropy. Its vision is to ensure that any person or organization who engages with RISD becomes an advocate and donor. The Division includes a development team of frontline fundraisers, a campaign planning and strategy team responsible for implementation of programming and communications, an alumni relations team that engages alumni and families, and an advancement operations team responsible for data integrity and technology. Together, they are executing an [IE strategic plan](#) with the following goal:

Division of Institutional Engagement Goal: Be the BEST

- **B**uild an organization and campaign that position philanthropy as a vital revenue stream for the College and Museum;
- Create sustainable opportunities to **E**ngage alumni, parents, friends, students, staff, and donors in support of the priorities of the College and Museum;
- Invest in staff, systems, and processes that support a long-term performance-based, high-achieving culture, essential to the **S**uccess of the institution; and
- Create an IE communications organization to **T**ell the impact of philanthropy on the College and Museum, inspiring pride and advocacy.

On the heels of a [record-setting fundraising year](#) in 2018, FY19 is on track to break that threshold with a projected \$30 million raised by June 30. The Division works with a prospect pool that includes more than 30,000 alumni living and working around the world, amongst which are renowned artists, designers, musicians, celebrities, politicians, business people, athletes, and others who value the sense of community and commitment that are so central to their RISD experience.



In the past decade, RISD has seen a 46% increase in first-year applications and the number of students who qualify for federal financial aid has jumped by 57%. Currently, the College has an operating budget of \$150 million and an endowment of approximately \$350 million. Access is of critical importance as RISD looks to the future. In 2017, RISD became the first arts and design college to join the select ranks of the American Talent Initiative, which aims to expand the numbers of accomplished low- and moderate-income students at some of the nation's most selective schools of higher education. The College aims to place a

RISD education within reach of a larger, more diverse pool of talented students, in particular those from constituencies that are underrepresented in the fields of art and design. As such, increasing financial aid and additional support for students is an institutional priority. This past year, 100% of first-year students who demonstrated financial need received some aid, but more remains to be done.



In addition to financial aid priorities, RISD depends on high-quality facilities to provide the environments, tools, and conditions that activate student learning, enable exploration, and serve as the fundamental framework of an exceptional art and design education. RISD occupies 50 buildings located in the heart of downtown Providence and has deepened its commitment to studio-based education and to the stewardship of its campus. RISD has completed a comprehensive planning process that identifies how it can best transform its campus to energize learning, discovering, collaborating, and making. Informed by renewed commitments and planning, RISD has developed a series of capital projects for the core campus that will animate its immersive residential learning environment.

Location

Providence, Rhode Island:

Aptly deemed The Creative Capital, Providence, Rhode Island has earned a reputation for being an arts and cultural mecca. With the largest number of working artists per capita in the country, the city boasts a vibrant mix of galleries, theaters, and museums. Providence combines the accessibility and friendliness of a small city with the culture and sophistication of a bigger cultural center.

Learn More: [Providence, RI](#)



Background Checks:

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates, and our clients frequently conduct background checks prior to finalizing an offer.

To learn more, call (857) 445-4930 or
send nominations or cover letter and resume to:
Zena Lum, Senior Consultant at zlum@LindauerGlobal.com.

All inquiries will be held in confidence.



Setting the Standard in Nonprofit Talent

LINDAUER
420 Boylston Street, Suite 604, Boston, MA 02116
617-262-1102

Appendix

RISD Leadership:



Rosanne Somerson
President

A designer, professor, and academic leader, President Rosanne Somerson has been advancing art and design since she was a student at RISD in the 1970s. She returned to the College in the 1980s to teach and in 1995 founded the Furniture Design Department before serving as Provost and chief academic officer. As RISD's 17th President she is committed to expanding inclusion, equity, and access in order

to enhance a genuinely rich learning environment. President Somerson also maintains a creative practice, designing furniture for exhibitions and commissions, and frequently speaks and writes about the power of art and design in advancing life in the 21st century.

Learn more: [Rosanne Somerson](#)

Institutional Engagement Leadership:



O'Neil A.S. Outar
Vice President, Institutional Engagement

O'Neil A.S. Outar joined RISD's leadership team in January 2018, bringing more than 20 years of fundraising and leadership experience from some of the world's leading public and private research universities. He began his career at Tufts University, where he served as director of the Fund for Arts, Sciences, and Engineering during the university's \$609 million *Tufts Tomorrow* campaign. From there, Outar held several ascending leadership roles at the Massachusetts Institute of Technology, leading the work that secured some of

MIT's largest-ever donations.

Learn More: [O'Neil Outar](#)