

SARAH LAWRENCE COLLEGE

Associate Vice President of Major and Principal Giving
Sarah Lawrence College
Bronxville, NY
<https://www.sarahlawrence.edu/>

Send Nominations or Cover Letter and Resume to:

Lisa Abair Vuona
Vice President
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Overview

Sarah Lawrence College is a prestigious, coeducational college that has maintained a tradition of excellence and innovation in the liberal arts since its [founding in 1926](#) on progressive educational principles. By fostering an inclusive, diverse, and intellectually curious community through its [unique approach to education](#), the College's distinguished faculty and staff strive to provide students with the drive and skills they need to [make a difference](#) in their own lives and those of others.

The Opportunity:

Reporting to the Vice President, the Associate Vice President will oversee major and principal giving, planned giving, corporate and foundation relations, and research/prospect management.

The Associate Vice President will be responsible for developing and implementing strategies that advance the reputational and financial goals of the college. S/He will frame the value proposition of Sarah Lawrence to engage alumni, students, and friends of the College as ambassadors and donors, demonstrating its diverse and forward-thinking culture and community.

Leveraging the College's refined and repositioned institutional reputation, the Associate Vice President will be part of an Advancement team striving to meet and grow its annual fundraising goal of approximately \$20 million and build a pipeline of donors toward the next campaign.

This is an exciting time for the College. The Associate Vice President will play a critical role at the College by honoring its legacy, building on the success of the campaign, and planning for the future:

- ***Sarah Lawrence's Centennial Celebration:*** As the College approaches the 100th anniversary of its founding in 1926, the College will strive to honor this milestone through major new fundraising and marketing initiatives.
- ***Expansion and Innovation of Student Facilities and Resources:*** The College is continually seeking to improve its offerings in all aspects of academics and student life. Recently, Sarah Lawrence completed the new Barbara Walters Campus Center, made possible by a \$15 million gift from Ms. Walters herself, a distinguished alumna of the College. The Center sits at the heart of the campus, serving as a space for connection between students and the College and the community. Future capital improvement plans will continue to improve student living and community experiences.
- ***The Campaign for Sarah Lawrence: Ahead of the Curve:*** Currently, the College is wrapping up its historic campaign to raise \$200 million in support of the College's continuing growth. The conclusion of the Campaign will be celebrated at the end of October 2019. Funding priorities included scholarship funds, multiple endowed academic chairs, the development of campus spaces and amenities (including the Barbara Walters Campus Center), and much more. Find out more about the *Campaign for Sarah Lawrence* at campaign.sarahlawrence.edu.

Strategy and Oversight:

The Associate Vice President will oversee and manage a team of 10 fundraisers and support staff and be the lead fundraiser for the College. S/He will inspire the team, alumni, donors, and the greater Sarah Lawrence community to increase their philanthropic support of the College; carry an elite portfolio of 75 – 100 top major gift prospects; and work closely with the President, members of the Board of Trustees, and the Vice President of Advancement and Marketing to increase philanthropic support to the College.

- In collaboration with the Vice President, create an annual plan for major and principal giving, planned giving, corporate and foundation relations, and research/prospect management, and strengthen metrics, goals, and strategies for Advancement;
- Identify, cultivate, solicit, and steward a portfolio of donors and prospects to achieve annual revenue goals;
- Manage a portfolio of top prospects and work closely with the President to develop cultivation, solicitation, and stewardship strategies for donors;
- Recruit, manage, evaluate, and inspire a team of 10 while instituting best practices and ensuring top performance by utilizing individual as well as unit-wide metrics, goals, and strategies;

- Engage alumni, parents, faculty, and friends in innovative and vigorous ways to encourage connection to the College, community, and to each other, and help to increase the giving participation rate;
- Serve as a representative of the College by attending College-wide events;
- Assist the Vice President and senior staff with major gift stewardship and solicitations through planning, research, and materials development;
- Collaborate seamlessly across the Advancement department and across campus to build and strengthen internal relationships; and
- Leverage research, data, and analytics as a roadmap for productivity.

Experience and Skills:

- Bachelor's degree required;
- Minimum of eight years of job-related experience;
- Success in soliciting and closing six- to seven-figure gifts;
- A skilled, experienced manager with expertise in coaching and mentoring development officers in all aspects of the solicitation cycle;
- Experience with designing and implementing fundraising programs;
- Demonstrated success in working in a complex organization;
- Strong collaborator, individual contributor, and team player who can develop authentic partnerships within the department and throughout the institution;
- Excellent oral and written communication skills; and
- Data-driven, with expertise in donor management systems such as Raisers Edge.

The ideal candidate will be:

- Passionate about liberal arts education;
- Committed to broadening and deepening relationships with key donors;
- Sophisticated and poised, with the executive presence to lead and serve as an ambassador for the College;
- Collaborative when leading a team of professionals;
- Honest, straightforward, and self-directed with the desire to make a difference; and
- Flexible and adaptable in working with multiple constituencies, including faculty, prospective and current students and their families, staff, alumni, and the surrounding community.

A Diversified Community:

The College is deeply committed to developing an inclusive and diversified community and in recent years has moved to increase the diversity of backgrounds and identities of the students for whom a Sarah Lawrence education is available. The College has invested significant effort and resources in admissions, financial aid, and student programming during a period of unprecedented competition to attract and enroll high-achieving students. Over the last decade, those efforts helped the College increase the number of undergraduates who self-identify as students of color from 237 in 2007 to 352 in 2018 (from 18% to 26% of total enrollment). In the same period, the number of international undergraduate students on campus

increased from 42 (3%) to 170 (12%). Taken together, U.S. and international students who identified as students of color doubled in this period from 237 to 471 (from 18% to 34% of students enrolled). Among faculty, 18% self-identified as people of color, 48% as female, and 52% as male; 33% of staff during the same time period self-identified as people of color.

The Sarah Lawrence [campus](#) is located just north of New York City and is home to 1,377 undergraduate students and [12 graduate programs](#). Students are encouraged to [develop their own courses of study](#) within the 50 disciplines available at Sarah Lawrence. They receive personalized attention from professors throughout their time on campus, thanks to the College's 9:1 student/faculty ratio and high percentage of small, round-table seminar-style courses offered. Seventy percent of SLC graduates earn advanced degrees.

Since the College's founding, political and social activism has been at the heart of the Sarah Lawrence identity as a natural outcome of its pedagogy. Students regularly and increasingly participate in service learning classes and student-led community engagement initiatives supported by the [Anita L. Stafford Community Partnerships and Service Learning Program](#). The College has a remarkable track record of producing high-achieving graduates who make lasting marks on their professions and in their communities. The College is well known for its excellence in the arts and in writing and has produced multiple winners of the Pulitzer Prize, MacArthur "Genius" grants, and PEN/Faulkner and Pushcart prizes, as well as Tony, Emmy, Bessie, Golden Globe, Obie, Grammy, Screen Actors' Guild, and Academy awards.

Campus facilities include theatres, art and performance studios, and music spaces; modern science labs; state-of-the-art graphic computing equipment; [competitive sports facilities](#); a 60,000-square-foot visual arts center; and recently renovated dining facilities.

Development and Advancement Overview

As of September 2019, Sarah Lawrence has raised \$196 million of the \$200 million campaign goal and opened the Barbara Walter Campus Center, the first new building in a decade. The College plans to dedicate \$60 million of the campaign gifts to attracting and retaining high-performing students with scholarships and graduate fellowships; \$20 million to enhancing student engagement programs and career services; \$40.7 million to the advancement of academic initiatives and faculty support; \$41 million to campus construction and refurbishment; and \$38.3 million to *The Fund for Sarah Lawrence*.

Over the past five years, Sarah Lawrence has raised approximately \$20 million annually from all funding sources. The goal for 2020 is to raise \$25 million.



Alumni:

Sarah Lawrence College's more than 17,000 living alumni engage in a diverse range of professions and activities. Given the College's emphasis on writing and the arts, it is not surprising that 16% of alumni are employed in the arts and 8% in the writing, journalism, and publishing fields. Thirteen percent work in business and finance; 15% in the medical, health, and social service fields; 23% in education; 10% in non profit or government service; and 4% in the legal professions. Twenty-five percent of Sarah Lawrence graduates pursue advanced degrees within one year of graduation and, as mentioned earlier, 70% ultimately receive an advanced degree. [Notable alumni](#) include J.J. Abrams, Joanne Woodward, Vera Wang, and Rahm Emanuel, to name only a few.

Leadership



Cristle Collins Judd
President

[President Cristle Collins Judd](#) began her tenure as President of Sarah Lawrence College in August 2017. Prior to joining the College, President Judd served as the Senior Program Officer for Higher Education and Scholarship in the Humanities at The Andrew W. Mellon Foundation. There, she led initiatives in support of liberal arts colleges, graduate education, arts on campus, digital humanities, and advanced scholarship in collaboration with college and

university presidents and provosts across the country.

President Judd was the dean for academic affairs and a professor of music at Bowdoin College for nine years and an award-winning professor of music at the University of Pennsylvania for 13 years. She has also served on the boards of the Society for Music Theory, the American Musicological Society, and various journals.



Patricia Goldman
Vice-President of Advancement and External Relations

Patty is currently the Vice-President of Advancement and External Relations for Sarah Lawrence College, overseeing a \$200m campaign. Prior to working in higher education, she was a marketing and revenue development consultant for non-profits and startups. She helped to establish The Feminist Institute and Makersfinders.com. In 2016, Patty concluded a 15-year tenure at March of Dimes, where she was the Senior Vice President and Chief Marketing Officer and a member of the revenue committee of the Board of Trustees. Her core

responsibilities included all areas of marketing the organization with an emphasis on building the foundation's digital content and fundraising capabilities.

Prior to her tenure at the March of Dimes, Patty was Co-Founder and President of e4media, a digital development company that specialized in content management and e-commerce deployment. She was also the head of production for NewsCorp, where she helped to create and manage a site that provided up-to-the-minute news to millions of consumers. She has also worked in the entertainment business, for both Disney and Warner Brothers. Patty is an active volunteer in her community, spent 9 nine years on an alumni board for a private day school, and is a capital campaign strategist for her local temple.

She holds a BA with Honors in Social Anthropology from Harvard University, and a Master's of Fine Arts from the University of Southern California.

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
Lisa Abair Vuona, Vice President at
617-262-1102
or send nominations or cover letter and resume to
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All inquiries will be held in confidence.**



Setting the Standard in Nonprofit Talent
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