



**Wisconsin Foundation  
& Alumni Association**  
UNIVERSITY OF WISCONSIN-MADISON

**Senior Director of Development  
University of Wisconsin Foundation**

Madison, WI

<https://www.supportuw.org/>

*Send Nominations or Cover Letter and Resume to:*

Maureen Huminik

Vice President

617-262-1102

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***The Opportunity:***

The Wisconsin Foundation and Alumni Association (WFAA), the private fundraising and alumni relations organization for the University of Wisconsin-Madison, is seeking an experienced Senior Director of Development to help develop and implement a major gifts program benefitting the Center for Healthy Minds/Healthy Minds Innovations (CHM/HMI). This is an extraordinary opportunity to work with a well-established fundraising team while helping to further CHM/HMI's captivating mission of promoting well-being and reducing suffering through a scientific understanding of the mind.

Founded by world renowned University of Wisconsin neuroscientist [Dr. Richard J. Davidson](#), the Center for Healthy Minds and Healthy Minds Innovations envision a kinder, wiser, more compassionate world. The two organizations look to cultivate well-being and relieve suffering through a scientific understanding of the mind.

The two organizations look to cultivate well-being and relieve suffering through a scientific understanding of the mind. CHM/HMI's research, rooted in neuroscience, comes down to one basic question: What constitutes a healthy mind? To begin to answer this, CHM/HMI investigated the science of emotions, contemplative practices, and





qualities of mind CHM/HMI suspects affect well-being, including attention, resilience, equanimity, savoring positive emotions, kindness, compassion, gratitude, and empathy. The Center, part of one of the world's top research institutions, benefits from cross-disciplinary collaborations in the arts and humanities, the physical and natural sciences, and the social sciences. CHM/HMI takes pride in being a global hub for innovations in affective and contemplative neuroscience, in addition to well-being across the lifespan.

This opportunity comes at a time of significant growth for CHM/HMI with expansion of its primary research, as well as bringing the results of the research out to organizations and channels to benefit society. Whether it is securing support for basic research; building partnerships with individuals, family foundations, or corporate leaders; or raising funds for the sustainability of CHM/HMI, this position presents an opportunity to work with friends of UW-Madison and CHM/HMI from across the campus, the country, and the world, while affecting the very future for all of us on the planet.

To learn more about CHM/HMI: <https://centerhealthyminds.org/>.

## Overview – The University of Wisconsin-Madison

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Among the world's leading universities, the University of Wisconsin-Madison is distinctive in its scale and breadth. With 9,000-plus courses; 200-plus undergraduate majors and certificates; 250-plus Master's, Doctoral, and professional programs; and 2,000-plus faculty experts, the University of Wisconsin-Madison offers limitless opportunities for [academic growth](#). Through [research](#), [international programs](#), internships, and countless other opportunities in and out of the classroom, individual experiences reshape how a student views the world — and the impact s/he can have on it.

For 168 years, this campus has been a catalyst for the extraordinary. As a public land-grant and prolific research institution (\$1.2 billion in research expenditures annually), its students, staff, and faculty members partake in a world-class education and solve real-world problems. The UW has inspired 41 Pulitzer prize winners, as well as changing the way the [nation takes its vitamins](#) and bringing [flamingos to Bascom Hill](#). It has inspired [satirists and senators](#) alike. The University has [fearlessly sifted and winnowed](#) to find today's truths. And with the [Wisconsin Idea](#) as its guiding principle, the UW is creating a model public university in the 21st century.



The University of Wisconsin-Madison is part of the [University of Wisconsin System](#), one of the largest systems of public higher education in the country, serving more than 170,000 students each year and



employing approximately 39,000 faculty and staff statewide. The UW System is made up of 13 four-year universities and 13 two-year branch campuses affiliated with seven of the four-year institutions. On July 1, 2018, the former UW-Extension joined with UW-Madison and UW System Administration. Together, these institutions are a tremendous academic, cultural, and economic resource for Wisconsin, the nation, and the world. Through its three-pronged

mission of teaching, research, and public service, all UW System campuses and extension programs provide Wisconsin's citizens with opportunities to contribute to the state's growing "knowledge economy."

Learn more about the University's strategic plan: [For Wisconsin and the World](#)

## The Role

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Reporting to the Vice President and Managing Group Leader at the Wisconsin Foundation and Alumni Association (WFAA); the incoming Senior Director will work hand-in-hand with the Founder and leadership of CHM/HMI to build and continue relationships with major donors.

### ***Responsibilities:***

The Senior Director of Development will work collaboratively to accomplish the following objectives:

- Work with the leadership of CHM/HMI and WFAA to identify priorities and opportunities, and design, implement, and manage strategic plans for a comprehensive major gifts program.
- Self-direct prospect identification, cultivation, solicitation, and management of a portfolio of potential and current donors, with a focus on major gifts that advances CHM/HMI's strategic priorities.
- Plan and conduct visits and other ongoing contact that links potential donors with CHM/HMI's programs and development needs.
- Develop and maintain strategies to enhance donor stewardship.
- Help to foster a culture of philanthropy at CHM/HMI by educating staff as requested and as appropriate, as well as engage CHM/HMI leadership and staff as vital partners in donor cultivation and stewardship.
- Practice effective and consistent internal and external communications — assisting and working, when necessary, in coordinating with both CHM/HMI communications channels and WFAA channels to ensure messaging is consistent and aligns with the appropriate priorities.
- Effectively navigate relationships with and between CHM/HMI, WFAA, other UW-Madison programs, and other constituents.

## Requirements:

- Minimum of a Bachelor's degree; Master's degree in marketing, communication, nonprofit management, government, or higher education preferred.
- Five or more years of fund development experience, with a proven record of raising major gifts and working successfully with high-net-worth individuals.
- A passion for and commitment to helping advance the mission and programs of CHM/HMI and the University of Wisconsin through increased philanthropic support.
- Strong organizational, interpersonal, oral, and written communication skills.
- Self-directed, team player who has a strong, results-oriented, work ethic.
- Willingness and ability to meet independent travel requirements (approx. 25%).

## Development/Advancement Overview

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The Wisconsin Foundation & Alumni Association is committed to advancing a collaborative community that reflects the spirit, involvement, participation, and impact of alumni and friends in the life of the University and with each other.

The University and the WFAA Foundation have joined forces in a public-private partnership that benefits the campus, its schools, colleges, departments, and programs. The Foundation, working closely with its campus partners, raises money to support school, college, and campus priorities, including scholarships, professorships, building projects, and research programs.

Over the past four years, the Foundation has raised an average of \$350M annually. Of this total, CHM/HMI's annual fundraising has grown from \$5.5 million to \$7.7 million



## All Ways Forward Campaign:

The University of Wisconsin-Madison launched its fourth and most [ambitious fundraising campaign](#) ever in October 2015, asking alumni and other supporters to step into the breach during a time of unprecedented pressure to cut costs and find fresh sources of revenue. As of April 15, 2019, the *All Ways Forward* campaign was 93% of the way to its goal of raising \$3.2 billion by the end of 2020.

## Leadership

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**Dr. Richard J. Davidson**

***Founder, The Center for Healthy Minds at the University of Wisconsin-Madison***

[Dr. Davidson](#) is best known for his groundbreaking work studying emotion and the brain. A friend and confidante of the Dalai Lama, he is a highly sought-after expert and speaker, leading conversations on well-being on international stages, such as the World Economic Forum, where he serves on the Global Council on Mental Health. *Time* magazine named Davidson one of “The 100 Most Influential People in the World” in 2006.



**Alisa Robertson**

***Senior Vice President and Chief Advancement Officer, WFAA***

In her current role at the Wisconsin Foundation and Alumni Association, Robertson oversees the development, marketing, alumni relations, and advancement services teams, which work to build pride and affinity among key stakeholders and secure resources in support of the University of Wisconsin-Madison. She leads the University’s current \$3.2 billion comprehensive *All Ways Forward* campaign, which will be completed in 2020. Prior to joining the Wisconsin Foundation and Alumni Association in 2011, Robertson was the Associate Dean for External Relations at the Wisconsin School of Business where she led the school’s marketing, alumni relations, and annual giving efforts. Robertson previously worked as an Account Executive at Wood Communications

Group, a public relations firm based in Madison, Wisconsin. Robertson earned a B.A. and M.B.A. from the University of Wisconsin-Madison.



**Eric Salisbury**

***Vice President and Managing Group Leader, WFAA***

Salisbury serves as Vice President and Managing Group Leader in the Development division of the Wisconsin Foundation and Alumni Association (WFAA). He manages the Cross-Campus Group, which houses WFAA’s regional team, corporate and foundation relations, UW Law School, and a series of directors of development focused on University-wide priorities and programs. Prior to joining WFAA, Salisbury served as Vice President for Development at Overture Center for the Arts, Managing Director of Jubilee Theatre, and Executive Director of Madison Youth Choirs

Learn about University leadership: <https://www.wisc.edu/about/leadership/>

## ***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  
Maureen Huminik, Vice President at  
617-262-1102  
or send nominations or cover letter and resume to  
[mhuminik@LindauerGlobal.com](mailto:mhuminik@LindauerGlobal.com).  
All inquiries will be held in confidence.



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