



Director of Advancement
Whitinsville Christian School
Whitinsville (Northbridge), MA
<http://www.whitinsvillechristian.org/>

Send Nominations or Cover Letter and Resume to:

Faith Eutsay
Search Director
617-262-1102
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The Opportunity:



LOIS L. LINDAUER SEARCHES is proud to partner with Whitinsville Christian School (WCS) in its search for the position of Director of Advancement.

Whitinsville Christian School offers a comprehensive PreK-12 quality school curriculum, while providing a vibrant, actively engaged community learning to serve God in all areas of life. WCS is one of the oldest Christian schools in Massachusetts, with an 86 year-long tradition of excellence in co-educational day school education. It is a member of Christian Schools International and is accredited by the New England Association of Schools and Colleges.

WCS students score near the 90th percentile on standardized tests. Over 90% of students earn college degrees. The WCS average on each of the parts of the SAT is generally 100-200 points higher than the national average.

WCS also places an emphasis on the arts in its programming. Music, in particular, is a very important part of students' days at Whitinsville Christian School. Its programs are designed to help students develop their creative gifts to the praise and glory of God and for the enjoyment and inspiration of others.

This is an ideal opportunity for a person with proven fundraising experience who would love to work in a Christian school environment and would appropriately give expression to his/her faith in Jesus Christ. This person will share the philosophy and worldview of Whitinsville Christian School to foster the academic, spiritual and social development of students from Christian families who attend.



The characteristics of the right person include being a hard working entrepreneurial self-starter, natural networker, effective communicator, collaborative team player and expert fundraiser. This person will have worked on campaigns and can show a track record of success building development functions such as major gift programs. Ideally he/she will demonstrate processes and approaches to moves management and specifically stewardship.

Position Overview – Director of Advancement

Key Responsibilities:

For the next two years, the primary focus of the Director of Advancement at WCS will be providing leadership for the Vision Campaign, which is currently in the quiet phase. WCS plans to announce the campaign in the fall of 2015 with a projected end date of either fall of 2017 or spring of 2018. The following list of responsibilities include items that will be in the background during the campaign years. Upon the conclusion of the Vision Campaign these responsibilities will take center stage again.

Vision Campaign:

- Coordinate all aspects of the three-year comprehensive campaign, which includes support for capital projects, annual giving, endowment and current restricted use funds.
- Implement action plan to fulfill the goals outlined by the Campaign Cabinet.
- Work with the headmaster to fine tune his draft of a campaign case statement to produce a quality print piece for the public phase using an outside firm.
- Review and update the Major Prospect pool of 150-200 top level prospects. Determine who needs to be validated, cultivated, solicited and stewarded.

- Prepare prospect profiles for the Headmaster and Campaign Co-Chairs in for their solicitation visits with major gift prospects.
- Investigate foundation grant opportunities – arrange visits for the headmaster with foundation boards (where appropriate) and determine which foundations could be approached for support.
- Promote the endowed scholarship fund program as part of the Campaign.
- Explore corporate support opportunities for the Campaign.
- Work with Campaign Cabinet, Development Committee and Treasurer to develop a *Campaign Gift Policy* document, which will be an internal guide for how gifts will be credited, including planned gifts, In-Kind donations and real estate.

Annual Giving:

- Oversee the annual loyalty fund drive “Acorns to Oaks” involving alumni and parent support through direct mail appeals and phonathons (goal of \$150,000).
- Provide support to the volunteer committees that run the three fundraising events: Spring Auction, Golf Tournament and Apple Pie Fundraiser.
- Beginning in 2017 recruit Class Agents to help with the fundraising within each class or class clusters. Provide these volunteers with the tools needed to solicit support for the Annual Fund on a personal level.

Alumni Relations:

- Coordinate the Second Annual Homecoming Weekend in October 2015, building on the success of the 2014 Homecoming event.
- Encourage local leaders within the major Reunion Classes (10th, 20th and 25th) to consider organizing their own Class Dinner at a local restaurant during Homecoming Weekend.
- Coordinate the selection of the *Distinguished Alumni* each year.

Public Affairs:

- Oversee the production of the WCS magazine: *The Crusader Chronicle* (two issues per year). Many of the articles are provided by faculty and staff. Layout and design is outsourced to a WCS parent.
- Place press releases on an on-going basis for local and regional papers.
- Expand the use of social media in the Advancement Office.

General:

- Submit monthly reports to the Headmaster and Development Committee.
- Attend the monthly meetings of the Development Committee.
- Meet quarterly with the Endowment Committee.

- Meet with the Board of Trustees as requested.
- Oversee the processing of donations & memorial gifts and the updating of the Alumni database.
- Supervise part-time staff members.

Post Campaign:

- Develop a five-year strategic plan for the Advancement Office.
- Build the foundation for a Planned Giving program – prior to that, be ready to respond to opportunities to establish charitable gift annuities and estate commitments as they arise.
- Draft a Policy and Protocols Guide for issues pertaining to the Advancement program.

Qualifications:

- Five-seven years of fundraising experience, including multi-year comprehensive campaigns, preferably in an educational environment.
- Excellent communication skills, both writing and speaking; passion about Whitinsville Christian School.
- Strong knowledge and effective use of social media tools as well as web content management.
- Experience managing staff and volunteers.
- Commitment to the philosophy and transformational biblical worldview of Whitinsville Christian School to nurture the academic, spiritual, personal, social, creative and physical development of its students for effective service to the Lord.
- Team player – willing to pitch in whenever and wherever needed.
- Good sense of humor and positive outlook on life.
- B.A. degree required (advanced degree a plus).

Development Overview

The Development operation was started in 1998 by an alumnus and past-parent volunteer who held the leadership role for 14 years. In 2011 the school hired its first Director of Advancement who came from a development background. The position became open in March 2015 when the DOA left to take a job closer to home. As it prepares for a major comprehensive campaign, WCS is seeking a Director of Advancement with a proven development skills, including experience running a comprehensive multi-year campaign.

Currently engaged in the planning for a three-year comprehensive campaign to raise north of \$16M, the leadership team at WCS has already received “quiet phase” commitments of more than half of that total. More importantly, the campaign co-chairs are on board and have made seven figure commitments to the campaign. They have begun to identify other leadership gift

prospects to be solicited during the next six months and they fully appreciate their role in the solicitation process. The headmaster and chairman of the Board are also playing an active role in this important phase of the campaign.

Client Overview



The mission of WCS is to nurture the academic, spiritual, personal, social, creative and physical development of students, in cooperation with their parents, for Christ-like service in God's world. This Christian day school is organized into a pre-school, an elementary school (grades K-5), a middle school (grades 6-8) and a high school (grades 9-12).

In 1907, a group of parents organized a Society for Christian Instruction. It was their desire and purpose to educate their children in a school where the Scripture was central to all of learning. In 1924, the Society was incorporated by the Commonwealth of Massachusetts as an educational institution. The school opened in 1928 in the basement of the Christian Reformed Church in Whitinsville.

On March 30, 1968, ground was broken for a new school building, which was completed in November, 1969. The school, located at 279 Linwood Avenue in Whitinsville, Massachusetts, serves about 563 students from 79 churches and 38 communities in Massachusetts, Rhode Island, and Connecticut with about 60 faculty and staff.

Among those students, there are 82 students in the Stepping Stone Preschool program for 3 and 4 year olds. 196 students are in the K-5 Elementary School and are challenged with an outstanding curriculum offering them the opportunity to learn and build confidence through high academic expectations. In addition, there are 125 grade 6-8 Middle School students who are encouraged to explore their gifts in greater depth by learning new skills and becoming more independent learners under the guidance of a competent and caring faculty. 170 grade 9-12 High School students are in a comprehensive, four year college preparatory program whose graduates go on to attend a broad array of colleges and universities – members of the Class of 2014 were accepted at over 100 colleges and universities from



across the nation with 84% attending 4 year and 8% 2 year colleges. Further, there are 20 long-term and International students from China, Denmark, and Korea.



WCS is located on a beautiful 40-acre campus with a broad range of academic, artistic, and athletic facilities. This includes a state-of-the-art Library Media Center with wireless internet throughout the entire building and a network of computers and technology tools for the 21st century student.

The School celebrates the arts with its preK-12 Strings program, part of a K-12 Music and Art program brimming with opportunities for creativity, imagination, artwork exhibits, and musical performance. There are Choir and Band programs beginning in Middle School, seven High School Art electives, and two major High School Drama productions per year.

Additionally WCS offers a competitive Athletics program founded on comprehensive K-12 physical education instruction, providing opportunities to participate at a high level of competition at the varsity and sub-varsity levels and supported by an active Athletic Booster Club. WCS offers 10 varsity sports and nine junior varsity teams, which compete in the Dual Valley Conference League. Its basketball, tennis, cross country and track teams are perennial contenders for the conference title.

The School also offers a number of special programs, clubs and services. Along with the aforementioned drama, choir, band and strings programs, WCS has a very competitive Robotics Team that has earned awards and honors in statewide competition.

With its mission in minds, WCS also encourages commitment to the community with meaningful community service undertaken throughout the School.



Location

Whitinsville, MA (and surrounding area):

An unincorporated village in the town of Northbridge, Whitinsville is a small and charming place. Founded by the Whitin family in the 18th century, the village is steeped in history and culture. The mill complex is located in downtown Whitinsville, as is the Whitin Machine Works, or "The Shop," an internationally renowned maker of textile machinery. "The Shop" specialized in making machines for picking, carding and spinning cotton and wool. During its operations of more than 133 years, The Shop was the world's largest producer of textile spindles.

A town staple, the Whitin Community Center was established in the early 20th century. The Center was modernized in the 1990s, and today's facility features outdoor tennis courts, a competition-sized swimming pool, and a nearby village park.

Whitinsville Christian School is centrally located to Worcester, MA and Providence, RI. Worcester is the second largest city in New England after Boston and is just 20 minutes north of Whitinsville. Traditionally one of the largest manufacturing centers in New England, Worcester is now known for its education, healthcare and technology industries, as well as its cultural facilities.

The city features several institutes of higher learning, including the College of the Holy Cross, Worcester Polytechnic Institute, Clark University, Assumption College, UMass Medical School, and Worcester State University among others. The Worcester Art Museum contains an impressive collection of artwork and sculptures and recently obtained the largest collection of medieval armory in the United States. The recently renovated 2,300 seat Hanover Theatre hosts 200 performances and events (including 8-10 Broadway Shows) each year with an average attendance of 175,000 patrons per year. The beautiful and historic Mechanics Hall, built in 1855 and restored in 1977, is now a concert and performing arts venue ranked as one of the top four concert halls in North America. The DCU Center is an indoor arena and convention center complex, located in downtown Worcester. The facility hosts a variety of events, including concerts, sporting events, family shows, conventions, trade-shows and meetings

Providence RI is just 30 minutes southeast of Whitinsville. The state capital of Rhode Island, Providence is also an exciting city to visit. It is an easy trip to enjoy the restaurants on Federal Hill, the shows at the Providence Performing Arts Center, the shopping mall, the River Walk, or its many colleges and universities, including: Brown University, Providence College and RISD. The T.F. Green Airport in Warwick, RI is 45 minutes away and it serves most major U.S. cities and some international locations.

Also Boston, and all that the city has to offer in terms of sports, history, entertainment and dining is just an hour away, and Cape Cod, with its beautiful beaches, resorts and restaurants is only a 90 minute drive from Whitinsville.

Background Checks:

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

**To learn more, call
Faith Eutsay, Search Director at
617-262-1102
or send nominations or cover letter and resume to
feutsay@LLLsearches.com.
All inquiries will be held in confidence.**



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Appendix

Leadership:



Lance B Engbers, BS, MA
Headmaster

Lance B. Engbers was appointed Headmaster at Whitinsville Christian School in 1994 after serving as the Elementary School Principal for 10 years. During the time serving as Elementary School Principal he taught Science to grades 5 and 6. Prior to serving as Elementary School Principal he was a middle school science and math teacher in Denver, Colorado at the Denver Christian Schools. He received his B.A. degree from Trinity Christian College majoring in Biology and minoring in Chemistry and Education. He completed his M.A. degree in School Administration and Supervision from the University of Colorado in Boulder (1980).

After 31 years of serving as principal and headmaster at Whitinsville Christian School he can honestly express thorough enjoyment with his life's calling (at least 90% of it). Each new year is an adventure anticipated with joy. Along with the trustees, administration, teachers and staff of Whitinsville Christian School it is so gratifying to see a growing community where students are encouraged to be accepted for who they were created to be, to see a community that is gracious in word and deed, to see students think outside the box, and to see each student doing their best work. Daily the contours of love, of appropriately high academic expectations, and of spiritual discernment flow deeply through the myriad of relationships that exist here at WCS. As long as the Whitinsville Christian School continues to thrive in that climate of growth, he continues to love his work and the variety of people encountered each new day.

John Esler

CEO, Renewal By Andersen of Philadelphia and Colorado
Co-chair, Vision Campaign

John is a Christian entrepreneur who brings passion and commitment to every initiative he undertakes. Today, John owns three Renewal-by-Anderson dealerships across the country with over 400 employees. His core business belief is that a true leader is servant to employee, customer, and community.

John's philanthropic pursuits include World Vision, Strait Ahead Ministry, Barnabus Ministry, Whitesville Christian School, Faith Community Church, and Babson College.

John has a bachelor's degree in Finance and Economics from University of New York at Albany and a Master's degree in Entrepreneurial Studies and Marketing from F.W. Olin Graduate School of Business at Babson College. He is married, and he and his wife, Jeanne, have two children who attend Whitinsville Christian School.

Tony Brookhouse

Chief of Operations and Co-owner of Koopman Lumber

Co-chair, Vision Campaign

Tony is the co-owner and Chief Operating Officer at Koopman Lumber Company, Inc. (KLC). He has been employed by KLC for 19 years after spending 5 years in mortgage banking in Grand Rapids, MI. He and his wife are third generation family members of KLC where she serves as the Chief Financial Officer.

Tony and his wife have four children, three of whom attend Whitinsville Christian School and one currently attending Calvin College as a freshman.

Tony is a graduate of Calvin College, with a bachelor's degree in Political Science.