Director of Major Gifts
Lesley University
Cambridge, MA
http://www.lesley.edu/

Send Nominations or Cover Letter and Resume to:
Beth Parsons
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The Opportunity:

Lesley University is a dynamic institution with a compelling mission, high-quality academic programs, engaging pedagogy, a caring community culture, and a tradition of innovation.

Founded in 1909, Lesley prepares thousands of women and men for careers that strengthen the lives of individuals, families, communities, and organizations. The university offers a wide range of degree programs distinguished by their social relevance, academic rigor, intellectual breadth, access for underserved populations, and commitment to providing graduates with the theoretical foundation and practical skills necessary to succeed in professions that contribute to the public good.

Lesley is dedicated to scholarship grounded in practice and learning rooted in experience. That dedication is reflected in the accomplishments of its outstanding alumni, award-winning faculty, talented staff, and engaged students. Together with its board of Trustees and over 85,000 alumni across the globe, it continues a 106-year legacy, building a stronger, more diverse institution.
The Director of Major Gifts position is an ideal opportunity for an entrepreneurial, mission-driven, collaborative leader to grow and mentor a dedicated team and to bring major gift fundraising at the University to new levels. Fundable opportunities abound at Lesley and the incoming Director will identify, cultivate, solicit and steward highly impactful gifts. S/he will partner with a dynamic and visionary vice president to implement best practices, create strategies for moving the major gifts program forward, and to achieve both short- and long-term goals; s/he will also work with the vice president and the academic leadership to prioritize their fundraising activity.

With the near completion of the University’s current strategic plan and a new master plan underway, Lesley is at a most exciting time in its history. The Director of Major Gifts will seize this opportunity and have a transformative impact at Lesley – a university dedicated to having a transformative impact in the world.

**Position Overview – Director of Major Gifts**

Reporting to the Vice President of Institutional Advancement, the Director of Major Gifts supervises three Advancement Officers. The Director of Major Gifts carries a portfolio of family foundations and major gift prospects and is responsible for securing gifts of $50,000 to $1,000,000 from individuals, as well as developing and managing a Major Gifts and Corporation and Foundations program with more than $4,000,000 in annual revenues.

**Primary Responsibilities**

- Lead and manage a staff of three major gift, planned giving, and foundation officers;
- Work with the Vice President, President, Board of Trustees, senior administrative and academic personnel, and volunteers to solicit major gift commitments in support of Lesley University priorities;
- Engage, cultivate, and solicit Lesley University alumni, parents, and other individuals with the capacity for making philanthropic commitments of $50,000 or more;
- Work with Annual Giving and Constituent Relations staff to help develop strategies to increase alumni participation in Annual Giving Leadership Clubs;
- Oversee Major Gifts budget development and tracking;
- Develop timelines and establish and monitor progress toward quarterly and annual goals.

**Essential Functions**

- Generate funds to support University priorities;
- Maintain a portfolio of 100-150 major gift prospects;
- Guarantee submission of proposals to corporations and family foundations;
- Oversee a strong, results-driven Planned Giving program;
- Recruit, cultivate, and help to maintain a strong and effective cadre of major gift fundraising volunteers;
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- Motivate, train, and evaluate the Major Gifts team and complete progress and year-end reports;
- Produce and monitor a sound Major Gifts budget;
- Serve as a member of the Advancement Management team.

**Qualifications**

- Bachelor's degree, plus ten years in an organizational setting, with a minimum of five or more years of experience and demonstrated success in major gift and foundation fundraising;
- Demonstrated success with personal solicitations of $50,000 and higher;
- Familiarity with planned giving methods, gift vehicles, and communications;
- Facility with fundraising database software and skill with solicitation process management tracking;
- Thorough understanding of budgets and budget development;
- Ability to work nights and weekends, as needed, and to travel regionally and nationally six or more days per month;
- Excellent presentation and communication skills, and outstanding organizational and interpersonal skills;
- Initiative and independence, as well as the ability to work well with and command the respect and confidence of others;
- High level of professional maturity, integrity, judgment, discretion, flexibility, and creativity;
- Understanding of and appreciation of the mission of Lesley University;
- Experience in an educational setting preferred.

**Client Overview**

Lesley University engages students in transformative education through active learning, scholarly research, diverse forms of artistic expression, and the integration of rigorous academics with practical, professional experience, leading to meaningful careers and lifelong learning. Lesley prepares socially responsible graduates with the knowledge, skills, understanding and ethical judgment to be catalysts shaping a more just, humane, and sustainable world.

At Lesley, learning is an individual and collective endeavor that involves students, educators, families, and communities. There is belief in the power of collaboration and its impact on personal and social development.
The university respects, values, and benefits from the individual, demographic and cultural differences of its students, faculty, and staff. As an academic community, creativity, critical thinking, and problem-solving approaches are shaped by this diversity. Through their varied learning experiences, Lesley students develop the tools to effectively interact with diverse populations and strive for social justice and equity.

Lesley emphasizes the importance of citizenship. Higher educational institutions have a responsibility to prepare their graduates to participate in the cultural, political and economic life of their community, nation and world. This democratic ideal is reflected in Lesley’s academic environment that encourages scholarship, freedom of expression, and the open exchange of ideas.

**A History of Innovation**

Edith Lesley Wolfard began the Lesley School in September, 1909, for the professional instruction of kindergarten teachers. Those first students gathered in the living room of her family home in Cambridge, Massachusetts, at a time when the kindergarten movement was an emerging idea and the preparation of women for careers outside the home a radical notion. Her guiding principle for Lesley was “to be different; to consider the individual of basic importance; to inculcate the ideal of gracious living; and to foster the traditions of American democracy.”

Edith Lesley’s belief in the power of individuals and the role of education in an effective democracy remained the foundation for the school’s educational philosophy as it grew into Lesley College in 1945, and Lesley University in 2000. Lesley University today is among the largest providers of teacher education in the nation through its undergraduate program and its Graduate School of Education, focusing on the educational needs not just in early education, but the preparation of quality teachers in math, science, special education and literacy for learners of all ages.

The university also is recognized for its thought leadership in the social sciences and fine arts. Throughout its history, academic offerings have been continuously expanded, building innovative programs in the social sciences, human services and the fine arts, guided by the founding educational principle of integrating theory and practice.

Lesley University students can now pursue careers, at both the undergraduate and graduate level, in fields including counseling and psychology, expressive therapies - a field pioneered at Lesley – art, design and creative writing. Its programs impart essential critical thinking skills, employment preparation, and workplace competency through immersion in active internships and dedicated academic mentorship.

Each year, 2,500 undergraduates and close to 5,000 graduate students pursue degrees on campus, off site, online, and through its low-residency programs in the University’s four colleges: College of Liberal Arts and Sciences, Lesley University College of Art and Design, Graduate School of Education, and Graduate School of Arts and Social Sciences. Along with its 85,000 alumni, living in all 50 states and in 84 different countries around the world, today’s students are discovering the power of creativity to overcome obstacles, foster connections, and reveal fresh answers to the world's problems.
Edith Lesley Wolfard's living room – the entire school that first semester – today serves as the office of Lesley University's president on one of three Cambridge campuses.

## Special Programs

### Urban Scholars Initiative

Lesley created the Urban Scholars Initiative (USI) program to help talented and dedicated students fulfill their dream of completing a college degree. The university partners with more than a dozen regional college-prep organizations to admit and support urban students, most of whom are first-generation college students. Students complete their undergraduate degrees with modest or no loan debt for tuition; however, USI is more than just a scholarship. Whatever a student needs, whether it's learning to manage time, navigating college life, or receiving tutoring help, the Urban Scholar's Initiative program helps a student to find it.

As an Urban Scholar, a student automatically gets 50% off of the Lesley tuition each year for four years of undergraduate study. Each semester, an Urban Scholar will receive books and art materials for free. In addition, a student will have the opportunity to apply and interview for additional scholarships, provided by donors to Lesley University, to decrease costs. As a first-year Urban Scholar, a student will have a peer mentor as a resource. Mentors are second-year Urban Scholars who know what students are going through. A Lesley staff member also will check in with each student each week to help set goals and work through challenges. Each month, the Urban Scholars community comes together to talk about personal wellness and to engage in opportunities for learning and growth.

Learn more about the Urban Scholars Initiative [here](#).

### The Threshold Program

The Threshold Program is a non-degree, campus-based program for motivated young adults with diverse cognitive learning challenges. For 30 years, it has prepared students to become independent adults leading full and active lives. The Threshold Program was the first and is the most distinguished college-based program of its kind in the country, and its influence now extends around the globe, serving as a national and international model with broad social impact.

Threshold annually enrolls approximately 60 students who discover talents, cultivate strengths, confront challenges, and develop life skills. Threshold graduates confidently step out into the world seeking and finding careers that would not have been imagined without their Threshold experience. Today, 75 percent of its graduates live on their own, and 80 percent are employed.

Learn more about the Threshold Program [here](#).
**Lesley at Bunker Hill Community College - Bachelor's Degree Completion Programs**

These programs offer students the opportunity to complete their bachelor's degree in one of three areas of study with Lesley University right on the Bunker Hill Community College campus.

If a student has her/his associate's degree from Bunker Hill Community College, s/he already possesses half of the 120 credits needed to graduate from one of Lesley’s Bachelor's Degree Completion Programs in three exciting majors: Bachelor of Science in Business Management, Bachelor of Arts in Psychology, and Bachelor of Science in Early Childhood Studies.

Continuing one's education can open up new career possibilities, or enhance the work a student is currently doing in a particular field. A student may even be eligible for financial aid through Lesley University's Financial Aid Office. This puts earning a bachelor's degree within reach financially, just as the location of bachelor’s degree courses on the Bunker Hill campus puts it within reach geographically and logistically.

Learn more about Lesley at Bunker Hill [here](#).

**Lunder Arts Center**

Opened in April 2015, the Lunder Arts Center is named for the Lunder family, whose visionary philanthropy made the construction of Lesley’s new anchor for the arts community possible. Nearly ten years in development, the Center dramatically enhances the university’s ability to train tomorrow’s artists, designers, filmmakers, and more.

The relocation of Lesley University’s College of Art and Design from Kenmore Square to its new home in the Lunder Arts Center near Porter Square unifies Lesley’s campuses within the city of Cambridge, creating a nexus for the arts not only for Lesley but also for the larger Cambridge community. The Center supports the university’s core educational mission of integrating the arts across all disciplines.

Learn more about the Lunder Arts Center [here](#).
**The Child Homelessness Initiative**

The Child Homelessness Initiative builds on undergraduate coursework in the College of Liberal Arts And Sciences and provides exits from homelessness for children who have experienced toxic violence, trauma and abuse. Established by Lesley University in May 2011 with support from the Schoen Family Foundation, the Child Homelessness Initiative (CHI) is designed to prepare future educators and counselors to serve a vulnerable population and to bring attention to the growing number of children and families without adequate shelter in the Commonwealth and throughout the nation.

According to the Urban Institute, in the United States, “on any given day over 200,000 children are homeless.” One child in fifty in the United States is likely to experience chronic or episodic homelessness before reaching age six. Of the children most likely to experience homelessness, twenty-five percent have suffered from physical abuse and neglect. In Massachusetts upwards of 20,000 to 50,000 children experienced homelessness in 2010, the latest year for which there is government data.

The mission of the CHI is to prepare Lesley University graduates---next-generation teachers, policy advocates, therapists and child care providers--with a trauma-informed asset model that enables practices and policies consistent with maximizing children’s health, happiness and well-being, securing their protection from injury and insult, and advancing their educational opportunities and citizenship.

Learn more about the Child Homelessness Initiative [here](#).

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**The Office of the President**

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**President Joseph B. Moore – His Legacy**

Dr. Joseph B. Moore is currently in his ninth year as president of Lesley University. The University is actively engaged in the creation of new academic programs that meet the needs of individuals and communities in education, the arts, and human services. In addition, Lesley is developing new partnerships that strengthen its ability to fulfill its mission, from the Urban Teachers Center (training new teachers to be successful in urban schools) to the Urban Scholar Initiative (to recruit, enroll and graduate more urban high school students) to new collaborations with community colleges. Lesley’s Partnership School Initiative is an externally-funded, four-year initiative with the Kennedy-Longfellow School in East Cambridge to investigate whether the integration of appropriate hardware and software in a diverse school that has struggled with standardized test scores can enhance student learning outcomes.

President Moore leads a university that has a diversified portfolio of programs and range of students: traditional undergraduate college students and adult learners seeking to earn a bachelor’s degree, graduate students completing programs on-campus, off-campus and online, teachers and other professionals completing certificate
programs to keep current and maintain certifications and licenses, and robust programs for high school students and community members.

During his presidency, the university has added the Brattle Street campus that now houses the university library, classrooms and faculty offices, a second university dining hall, a restored historic house with conference and office space for university advancement staff, and four undergraduate student residence halls. Significant renovations to the Threshold Program's facilities on Oxford Street have been completed. The university recently celebrated the grand opening of the $46 million Lunder Arts Center that is the new home for the Lesley University College of Art and Design (formerly the Art Institute of Boston at Lesley University) and enhances Lesley’s presence at Porter Square, Cambridge.

Prior to his appointment at Lesley, President Moore served seven years as the President of Empire State College, a comprehensive college within the State University of New York, as Provost and Vice President of Academic Affairs at Mansfield University in the Pennsylvania State System of Higher Education, and as Director of Academic Affairs and Planning in the Office of the Chancellor at the Vermont State Colleges. He began his educational career 39 years ago as a high school English teacher, and prior to that had worked in a factory, a bookstore, a shipyard, and a testing company.

President Moore has a B.A. in English from the University of Massachusetts, Summa Cum Laude, an M.A. in English from the University of New Hampshire, and an Ed.D. in Education Administration from the University of Vermont. He currently serves on the board of overseers for the Citi Performing Arts Center and on the executive board for the Association of Independent Colleges and Universities in Massachusetts (AICUM). He is past chair of the board of trustees for the Council of Adult and Experiential Learning (CAEL), based in Chicago, and a former member of the Commission on Adult Learning and Educational Credentials of the American Council on Education (ACE).

Dr. Moore’s professional interests include higher education finance at both public and private colleges and universities, the potential for digital technology to extend educational opportunity to underserved populations and to deepen student learning, the symbiotic relationship between a university and the immediate community, state and federal educational policy, especially financial aid policies, and the language of policy and the degree to which words influence policy implementation.

**Presidential Search**

In May 2015, Lesley University President Joseph B. Moore announced to the Board of Trustees and the Lesley community that he will retire at the end of the 2015-2016 academic year, concluding his ninth year as president.

The Presidential Search Committee interviewed executive search consultants in late July 2015 and selected Storbeck/Pimentel & Associates, an executive search firm specializing in higher education executive recruitment for colleges and universities, to provide support throughout the search and selection process.

It is anticipated that the new appointee will begin his or her term at the start of the 2016 fiscal year.
University Strategic Plan 2012-2016

A recurring thread in Lesley’s strategic plan is growth – growth in its impact on its students and the communities it serves, growth in enrollment, and growth in the resources available to achieve the mission of the university. Growth aligned with its mission will allow the university to educate more students, conduct more research, push the boundaries and intersections of its fields in new and exciting ways, and bring its expertise to bear on an array of problems confronting families and communities. The university is engaged in worthwhile work. What it does matters.

View the Lesley 2012 - 2016 Strategic Plan Flip Book here.

Lesley University Strategic Goals 2012-2016:

- Focus on Quality and Value
- Increase Enrollment and Strengthen Diversity
- Support Student Success
- Advance Research, Scholarship, and Professional Development
- Develop a Nexus for the Arts in Cambridge
- Reach Beyond our Borders

Overview – Office of Institutional Advancement

The Lesley University Office of Advancement fosters new and enduring relationships and inspires broad-based and transformational philanthropy to build an ever-stronger University. The Advancement team is comprised of just under 20 professionals who conduct their work in line with the office’s values of respect, integrity, community and excellence.

In FY15, over $4.65 million was raised in major gift fundraising. In partnership with the vice president, the Director will put strategies in place to double these revenues within the next few years. The incoming director will work collaboratively with the vice president on strategy development, in directing the support of the rest of the Advancement team, and in advocating for the team with other partners across the University.

In 2020, the Lesley University Office of Advancement will be an innovative, influential leader, developing growing numbers of vibrant and mutually-beneficial partnership that support a philanthropic culture and generate continuously expanding resources, inspired by the social justice commitment of the Lesley community.
Institutional Advancement Leadership

Janis Martinson
Vice President of Institutional Advancement

Janis Martinson was appointed to the role of vice president of institutional advancement at Lesley University in June 2014. Previously, Ms. Martinson had served as chief advancement officer for Miss Hall’s School, a 115-year-old boarding and day college-preparatory school for 190 girls in Pittsfield, with 3,500 alumnae in 49 states and 30 countries. In that role, she oversaw two capital campaigns and the silent phase of a third, leading fundraising efforts that enlisted hundreds of volunteers, generated more than $75 million, transformed the campus with the addition of an athletic center, arts center, and library, and produced ten-fold growth in the endowment. Through the execution of annual signature events on girls’ and women’s leadership and philanthropy, she helped to establish Miss Hall’s School as a leading voice on those topics.

During her time at Miss Hall’s School, Martinson also managed a centennial celebration and completed the school’s first major fundraising initiative, a $23 million campaign for campus improvements that surpassed $25 million. She also oversaw a subsequent $43 million campaign for endowment and facilities expansion, and secured millions in bequests and donations of buildings and land.

Prior to her tenure at Miss Hall’s School, Ms. Martinson served as director of advancement for The Waldorf School of Garden City, N.Y., where contributions increased by 280% under her oversight, and the annual giving participation rate dramatically improved as well.

Earlier in her career, Ms. Martinson led the development efforts for The Passage Theater Company in Trenton, N.J., and taught in public- and private-school English and drama programs in New York and New Jersey.

She holds a B.A. in English and Certificate in Theatre and Dance from Princeton University, New Jersey state teaching certifications, and an MBA with honors from the University of Massachusetts Amherst’s Isenberg School of Management.

Ms. Martinson has a proven track record of creating and managing successful capital campaigns, and is committed to supporting interdisciplinary and accessible educational opportunities. At Lesley, she is focused on deepening the engagement between the University and its 85,000 alumni, completing funding for Lesley’s Lunder Arts Center project in Porter Square, and enhancing financial support for the Urban Scholars Initiative, the Threshold Program, the Community College Partnerships, and student scholarships.
Lesley University is located on three campuses within easy walking distance of each other in the Harvard Square and Porter Square neighborhoods of Cambridge, making it convenient to buses and two T stops. The Porter Campus is comprised of contemporary street-facing instructional buildings that integrate with the city, while the Doble Campus sits within a leafy, residential neighborhood, and the Brattle Campus is co-located with the Episcopal Divinity School and takes on its historic flavor.

The essence of the city, overall, is no better summed up than in the words of the beloved, late Cantabrigian Julia Child: "Find something you're passionate about and keep tremendously interested in it."

This is a place where no one blinks if you're having the time of your life while changing the world. No matter which neighborhood you find yourself in, Cambridge's scene teems with eclectic energy. When you have nearly four centuries' worth of compounded history and the gorgeous Charles River to wake up to, every day, each moment in the city is worthy of joy – curious, infectious joy. According to the 2010 Census, the city's population was 105,162. As of July 2014, it was the fifth most populous city in the state, behind Boston, Worcester, Springfield, and Lowell. University campuses provide beautiful green space, however, including Harvard Yard, the Radcliffe Yard, and MIT's Great Lawn, as well as the considerable open space of Mount Auburn Cemetery. Public parkland includes the esplanade along the Charles River, which mirrors its Boston counterpart; Cambridge Common, a busy and historic public park immediately adjacent to the Harvard campus; and the Alewife Brook Reservation and Fresh Pond in the western part of the city.

Cambridge has a large and varied collection of permanent public art, both on city property (managed by the Cambridge Arts Council), and on the campuses of Harvard and MIT. Temporary public artworks are displayed as part of the annual Cambridge River Festival on the banks of the Charles River, during winter celebrations in Harvard and Central Squares, and at university campus sites. Experimental forms of public artistic and cultural expression include the Central Square World's Fair, the Somerville-based annual Honk! Festival, and If This House Could Talk, a neighborhood art and history event. An active tradition of street musicians and other performers in Harvard Square entertains an audience of tourists and local residents during the warmer months of the year. The performances are coordinated through a public process that has been developed collaboratively by the performers, city administrators, private organizations and business groups. The city also has an active music scene, from classical performances to the latest popular bands.

Cambridge is well served by the MBTA, and has several bike paths, including one along the Charles River, and the Linear Park connecting the Minuteman Bikeway at Alewife with the Somerville Community Path. Bike parking is common and there are bike lanes on many streets.

Learn more about Cambridge [here](http://www.cambridge.org).
**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
Beth Parsons, Search Director at
617-262-1102
or send nominations or cover letter and resume to
bparsons@LLLSearches.com.
All inquiries will be held in confidence.

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