



Vice President, Advancement  
Inversant  
Boston, MA  
<https://inversant.org/>

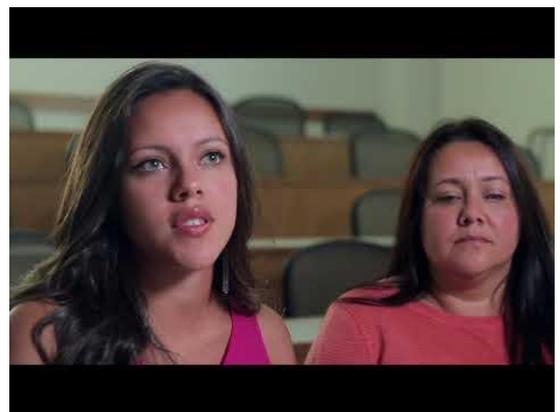
*Send Nominations or Cover Letter and Resume to:*  
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617-262-1102  
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## Introduction

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***Inversant**, derived from the Spanish word “invertir,” meaning “to invest,” and the English “conversant,” as in “well-versed.”*

Inversant is committed to helping the entire family invest in higher education. The organization believes that higher education is attainable for all regardless of income and that family engagement is crucial to students’ educational achievements. Through working with communities and higher education partners, Inversant provides knowledge, resources, connections, and financial incentives to empower low-and-moderate-income families to invest and succeed in higher education. Ultimately, this shared investment and expanded understanding moves not just the child, not just the family, but the whole community, forward.



[Click to learn more about Inversant.](#)

## *The Opportunity:*



Inversant is a \$1 million+, 10 year-old nonprofit that is nimble and fast-paced with mission-driven leadership and staff. It is challenging the notion that closing academic achievement gaps alone is enough to prepare high achieving students from underserved communities for college success. Rather, Inversant is building a holistic family engagement model that addresses the non-academic barriers of access to higher education, with a focus on financial literacy. Over the course of four years, families are provided with tools, incentives, and guidance to make informed

choices for their children's continuing education. Inversant has attained a national reputation as a thought leader regarding Children's Savings Accounts and college affordability.

Inversant is seeking a dynamic, energetic Vice President of Advancement to serve as a key member of the senior leadership team and drive Inversant's culture of philanthropy, internally and externally. S/He will report to the CEO, supervise a team of three professionals, and work in close partnership with the Board President and Founder, and with the COO. The Vice President will participate fully in the organization's strategic planning and budgeting processes, and will lead the communications and fundraising activities in pursuit of strategic priorities.

The successful candidate will:

- Have the resilience, resolve, patience, and excellent communication skills to partner with a highly motivated, long-tenured founder-leader.
- Bring passion for the Inversant mission.
- Be an inspiring manager, coach, and mentor, and a role model of professionalism.
- Be experienced in goal setting, quantifying results, and accountability.
- Thrive in a complex, entrepreneurial, and fast-paced culture.
- Grasp the complexities of emerging research and outcomes, and interpret it to craft effective, persuasive proposals, and other communications.
- Demonstrate a successful track record of cultivating, soliciting, and closing five- and six-plus-figure gifts or sales.
- Have the confidence to challenge peers and leadership in a constructive way, and in turn be receptive and responsive to feedback.
- Value transparency, collaboration, and camaraderie.
- Approach both work and life with integrity, a solid core, and a soft touch.
- Be a quick study with high energy.

## Position Overview – Vice President, Advancement

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The VP will be responsible for developing and implementing a strategy to expand and deepen Inversant's philanthropic revenue stream. VP will be responsible for growing and diversifying this contributed revenue stream.

The VP is an external-facing fundraiser and member of the executive team. S/He supervises a Communications Manager, a Development Manager, and a part-time Grant Writer. In partnership with his/her team, the VP will assess current development operations and will have primary responsibility for establishing and implementing the infrastructure, policies, and best practices the team will need to grow a \$1 million organization successfully. S/He will collaborate with colleagues to provide direction and guidance as it pertains to internal and external communications, including Inversant's website and digital presence, its publications, press releases, and additional communications. S/He will partner with key colleagues to ensure consistency of mission message and language across the organization.

### ***Responsibilities:***

- Lead and incrementally grow Inversant's overall development efforts to raise an annual budget of \$1 million.
- Prepare a multi-year long range plan, as well as the annual comprehensive fundraising plan, in collaboration with the COO and CEO for presentation to senior management and the Board of Directors.
- Create and implement strategy to provide the business sector with opportunities to support program expansion.
- Build a major gifts program and identify a portfolio of qualified prospects for himself/herself, the CEO, and the Board Chair/Founder.
- Work effectively with Board of Directors, key volunteers, foundations, and donors of all types and levels.
- Develop a strong and committed development and communications team.
- Build strong relationships with the program's leadership and staff; understand programmatic initiatives thoroughly; and work collaboratively with program staff to integrate innovative development strategies throughout the program.
- Establish and put in play metrics and moves management systems to support all fundraising activities.
- Develop strategy and an integrated marketing and public relations plan that clearly articulates the mission, vision, and values of the system, ensuring consistent messaging across institutional and development-specific communications.
- Oversee research funding sources and trends to help position Inversant ahead of major industry changes or trends.

## Professional Requirements:

- Bachelor's degree; equivalent work experience will be considered.
- Minimum of eight years of successful fundraising, business development, or sales experience.
- Successful track record of personally identifying, cultivating, and soliciting individual donors, corporations, and foundations for five-figure-plus gifts, grants, or sales.
- Demonstrated experience in creating plans to build programs and systems, and to manage people and budgets.
- A record of measurable results in organizing and implementing such activities as: individual giving, institutional giving, and special events. Equivalent business experience in sales and account development will be considered.
- Demonstrated ability to work effectively with and quickly gain the respect and support of various constituencies, including board and staff members, donors, and foundation, business, and civic leaders.
- Solid understanding of nonprofit planning, major donor strategy and cultivation, fiscal management principles, and best practices.
- Demonstrated strong verbal and interpersonal skills, both internally and externally.
- Demonstrated competency at crafting proposals, donor correspondence, and other materials that persuasively communicate the program's mission and interests to a broad audience.
- Organized; ability to multi-task; detail oriented.
- Experience recruiting, engaging, and organizing volunteers for participation on boards and committees a plus.
- Familiarity with the major donor community in Boston is a plus.

## Client Overview

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Low- and moderate-income students need and deserve high quality educational opportunities. Unfortunately, their parents often lack the resources, knowledge, and experience to be active, informed consumers when it comes to the higher education process. Inversant was founded in 2009 by social entrepreneur and economist Bob Hildreth (see his bio in the Appendix), who has long had a passion for financial empowerment and higher education. Inversant's mission is to ensure that every family has the resources and understanding they need to achieve their goals for higher education.



Research shows that [children with \\$500 or less saved for college are three times more likely to enroll in college, and four times more likely to graduate, as compared to children without any college savings.](#)

Inversant's unique and in-depth family engagement model drives financial and emotional investment in higher education. Its groundbreaking curriculum, incentivized savings, and connection to community

agencies require families to put skin in the game, ultimately propelling more underserved youth towards a firmer place in the American social and economic mainstream.

## ***The Model:***

Through Inversant’s effective combination of savings incentives, financial savvy, and ongoing support, families become conversant and fully engaged in what it takes to apply to, pay for, and succeed in higher education.

Since its founding, Inversant has impacted 1,400 families, creating 1,800 accounts with \$2.6 million savings and match. More than 600 Inversant student alumni have enrolled in higher education, and 130 students have become college graduates.



Current Program Sites

### **Savings:**

Inversant is a key player in the national Children’s Savings Account movement that emphasizes the importance of early and regular saving for higher education. Its Inversant savings accounts and incentives give families a place to invest, and meaningful incentives to keep setting aside money for higher education.

### **Learning:**

The ground-breaking multi-year curriculum of monthly Inversant Learning Circles gives parents the skills, knowledge, and confidence to support their children’s quest for higher education. The organization’s facilitators coach parents on a full range of college access topics, including standardized testing, higher education options and costs, and the college application process. Inversant families increase their financial literacy so they understand how to minimize the amount they pay for college.

### **Support:**

Inversant’s unique model provides the right level of support to each family, meeting them where they are in terms of location, language, experience, and lifestyle. It creates a community network of parents and encourages them to learn not only from Inversant, but from each other. The organization also engages with families through an online portal, video library, e-newsletter, and social media platforms.

## ***Children’s Savings Accounts:***

Children’s Savings Accounts (CSAs), also known as Children’s Development Accounts (CDAs) are long-term savings or investment accounts that provide incentives to help children — especially low-income children — build savings for specific goals such as college, small business, housing, a wedding, or toward any expense. Family ownership of assets has been shown to give children a transformative sense of possibility and hope for the future.

From its launch, Inversant has been data-driven, relying on a variety of evaluation metrics to test its savings products, incentives, and educational outreach formats to meet the needs of its families. Inversant seeks to share its best practices and learn from others' to enhance [CSA research](#) and policy nationwide. To that end, Inversant participates in several regional and national CSA networks, such as Boston Federal Reserve's New England CSA Consortium, and the 1:1 Fund affiliated with [Prosperity Now](#). In June 2015, Inversant joined the *Campaign for Every Kid's Future* to raise visibility of CSAs and ensure that at least 1.4 million children have a savings account in their name by 2020.

The CSA movement has gained incredible momentum around the world and in the United States, and is at a critical time in its evolution. A report published by [Prosperity Now](#) indicated that "CSAs are gaining traction around the country, not as a fad or a merely interesting alternative but as a potentially powerful tool with which to improve educational attainment and make existing institutions — K-12 schools, universities, the financial aid system — work better, especially for disadvantaged students."

In Massachusetts, Inversant has been instrumental in convincing the legislature to create a commission to examine the desirability and feasibility of a statewide CSA program in Massachusetts. In December 2017, these efforts culminated into the passing of a bill establishing a two-year pilot CSA program. Managed by the Office of Economic Empowerment, SoarMA is Massachusetts' first college savings account program and provides seeded 529 accounts, as well as savings workshops, to low-income middle schoolers and their families in the Gateway Cities of Haverhill, Lowell, Pittsfield, Springfield, and Worcester.

## ***The Leadership:***



**Bob Hildreth**  
***Founder***  
***Chair of the Board of Directors***

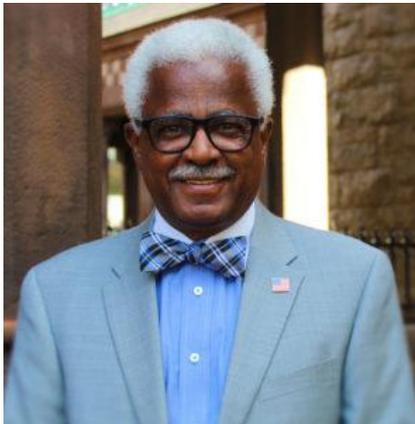
Bob is the founder of the Inversant, La Vida Scholars Inc., and Hildreth Institute. Following a career in finance in Latin America at the IMF, Citibank, Drexel Burnham Lambert, and his own brokerage company, International Bank Services, Bob entered the nonprofit world to focus on issues of immigration and education. His first venture was the creation of an HIV hospice in Los Angeles in 1988 at the height of the epidemic. He learned that for him, effective philanthropy requires those making contributions to become actively involved in the design and operation of a project.

Upon his return to Boston, he joined with Boston University to improve the education of immigrant children in Chelsea where he helped build the John Silber Early Learning Center. Coming from a family of educators and a stint as a high school history teacher, Bob built three foundations with complementary missions to get low-income students to college. The first was in Lynn, Massachusetts named La Vida Scholars to use financial incentives to encourage 100 immigrant families of very bright children. The second, Inversant, focuses on parental engagement and financial literacy through the college process. Most recently, Bob founded the Hildreth Institute to advocate for student debt reform and tuition relief.

At the university level Bob has established internship programs at Harvard, BU, Johns Hopkins, Holy Cross, Bunker Hill Community College, and UMass Boston. He is also instrumental in the reconstruction of the State's official ship, the Ernestina, which takes students to sea for educational trips.

Bob's involvement has been recognized with numerous awards, including, 2008 Bostonian of the Year by The Boston Globe, Champion of Justice Award from the Greater Boston Legal Services in 2007. In 2012, he was recognized as a Purpose Prize Fellow and El Planeta's 100 most influential people for Latinos in the state of Massachusetts in 2009, 2010, and 2013.

Bob is a graduate of Harvard University (Class of '72), and holds Master degrees from Johns Hopkins University SAIS (Class of '75) in International Relations, and George Washington University (Class of '80) in Economics. He has served on numerous boards including the BU Board of Trustees and presently serves on UMass Boston's Board of Visitors, Bunker Hill Community College Board of Advisors, and WBUR's Board of Overseers.



**Charles Desmond**  
***Chief Executive Officer***

In January 2016, Dr. Charles Desmond, past-Chair of the Massachusetts Board of Higher Education and a policy advisor to former Governor Deval Patrick, was appointed Chief Executive Officer of Inversant. Under Charles' leadership, Inversant has moved to the forefront of the Children's Savings Accounts (CSA) movement by establishing relationships in both the private and public sector. In his short tenure with Inversant, he has helped establish new programs in the Salem and Revere Public School Systems, as well as being instrumental in spearheading a five-city partnership with the Massachusetts State Treasurer's Office to launch SoarMA, a program that helps parents of seventh-grade students to open Children's Savings Accounts (CSAs).

A Fulbright Scholar, Charles served from 2002 to 2009 as Executive Vice President of the Trefler Foundation, a nonprofit dedicated to improving educational opportunities and success for Boston's urban youth. Prior to Trefler, he worked for more than 30 years at the University of Massachusetts Boston, with a focus on student affairs and community collaboration. He has also served as a guidance counselor at Northeastern University's African/American Institute, and in the Boston Public Schools.

Charles is active in civic and community organizations, including service as President of AARP Massachusetts, a member of the Review Committee for the Broad Prize in Urban Education, Board of Governors for the Northeast and Islands Regional Educational Laboratory at Brown University, the Brown University Design Group/Annenberg Institute for School Reform, and Cambridge College Board of Trustees. He was the co-Chair and Executive Director of the Urban Educators Corps and is a past President of the Massachusetts Educational Opportunity Association. Charles also has been active with the American Council on Education, and the Council for Opportunity in Education, among other organizations.

He earned his Ed.D. in instructional leadership from the University of Massachusetts Amherst, and a B.S. in sociology from Northeastern University. He is a decorated Vietnam veteran of the U.S. Army, receiving both Silver and Bronze stars.

### ***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  
Zena Lum, Senior Consultant at  
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or send nominations or cover letter and resume to  
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All inquiries will be held in confidence.



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