



Assistant Vice President for Capital Giving
Princeton University
Princeton, NJ
www.princeton.edu

Send Nominations or Cover Letter and Resume to:

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or

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The Opportunity:

The Assistant Vice President for Capital Giving (AVP) is an outstanding opportunity for an experienced manager and accomplished advancement professional to lead and inspire a high-performing and experienced team as Princeton University enters into its next campaign.

Reporting to the Vice President for Advancement and serving as a member of the Office of Advancement senior leadership team, the AVP will have oversight of the departments of Leadership Giving, International Development, and Gift Planning, collectively known within the office as “Capital Giving.” The AVP will lead and motivate a staff of approximately 34 FTEs, collectively responsible for raising at least \$125M annually, by developing and implementing strategic priorities and goals for the departments.

The successful candidate will be an excellent communicator and collaborator with a track record of leading and managing highly effective teams. They will have demonstrated success in and a commitment to creating and promoting a diverse, inclusive, and respectful workplace environment. Previous experience soliciting gifts of \$1 million and above is highly desirable. The AVP will be a person of integrity and will be dedicated to the mission and values of Princeton.

Overview

Princeton University is among the world's foremost educational institutions. The fourth-oldest college in the United States, it is an independent, coeducational, nondenominational university that provides undergraduate and graduate instruction in the humanities, social sciences, natural sciences, and engineering.

As a global research university, Princeton seeks to achieve the highest levels of distinction in the discovery and transmission of knowledge and understanding. At the same time, Princeton is distinctive among research universities in its commitment to undergraduate teaching.



From 2001 to 2019, Princeton University was ranked either first or second among national universities by *U.S. News & World Report*, holding the top spot for 16 years. Princeton was ranked first in the 2017, 2018 and again in the most recent 2019 *U.S. News* rankings for "best undergraduate teaching." In the 2019 *Times Higher Education* assessment of the world's greatest universities, Princeton was ranked 7th. See details on all of Princeton's current rankings [here](#).

Princeton's educational mission is to prepare students to pursue meaningful lives and to help address the challenges of the future. To this end, the University aims to enroll the most capable students from all parts of the world and to provide them with an educational experience that strengthens their intellects, sharpens their skills, expands their horizons and prepares them for leadership—all while pursuing the highest possible standards of excellence.

Living up to its informal motto, "In the Nation's Service and the Service of Humanity," the University has educated thousands of individuals who have dedicated themselves to public service and to serving communities in the United States and around the world. This mission also finds expression in the lives of Princeton's alumni, arguably among the most loyal and generous of any American university. Their level of service and generosity to their university is legendary, exemplified by the extraordinary number of hours they give annually in service to the University and the extremely high participation rates of the Annual Giving program.

Strategic Framework:

In 2016, Princeton's Board of Trustees adopted a strategic framework designed to guide future institutional decision-making. Grounded in the conviction that "Princeton's distinctive model and mission are today more vibrant, valuable and relevant than ever," this document articulates the University's mission and governing principles: "Princeton University advances learning through scholarship, research and teaching of unsurpassed quality, with an emphasis on undergraduate and doctoral education that is distinctive among the world's great universities, and with a pervasive commitment to serve the nation and the world."

The plan identifies key goals and major priorities for the University and articulates standards and questions that will be used over the coming years to guide decisions about new programs and capital investments. View the Princeton University Strategic Framework [here](#).

Campus Plan: A Framework for Development through 2026 and Beyond:

In December 2017, Princeton University released a campus plan described as “a framework for development through 2026 and beyond.” The framework proposes locations for several priority initiatives that were identified in the strategic planning framework that the Board of Trustees adopted in 2016. These include:

- New residential colleges to permit the University to expand its undergraduate student body by 10%
- New and improved facilities to support teaching and research in engineering, data science, and environmental studies
- Space to accommodate academic partnerships with the corporate, government, and non-profit sectors in an expanded innovation ecosystem.

Learn more about the Framework for Development [here](#).

Commitment to Diversity: Many Voices, One Future:

Diversity and inclusion are central to Princeton’s educational mission and its desire to serve society. Throughout the University, members of the Princeton community have a deep commitment to being inclusive because:

- A diverse environment is more intellectually and socially stimulating.
- Fairness is a core value of the University.
- Princeton students should live and learn in an environment that reflects U.S. society and introduces them to the world beyond.

Princeton has invested in many [initiatives](#) to make its campus more welcoming to people of all backgrounds. With continual attention and effort, the University is aiming to make its campus [demographics](#) reflect the United States’ vibrant, pluralistic society while strengthening its values in every aspect of its campus experience. Additionally, Princeton is committed to using its scholarly, administrative and community resources to help create a more racially just and equal society. Learn more [here](#).

Princeton’s Response to COVID-19:

Princeton University made the decision in early August to offer almost entirely remote undergraduate teaching for the fall semester and to resume some on-campus graduate instruction and research programs. Any student, staff member, or faculty member who is on campus for more than eight hours per week is required to participate in an asymptomatic testing program. As the Princeton’s online [COVID-19 dashboard](#) indicates, the community has stayed healthy. President Eisgruber announced in early December that Princeton will invite all enrolled undergraduate and graduate students to campus for the spring 2021

semester. Undergraduates are not required to live on campus, as the University will continue to support remote learning for anyone who chooses it. The University believes that its preparatory planning, policies, and testing capacity will enable it to mitigate the risk of the pandemic appropriately. The University will continue to monitor developments related to the pandemic and will update plans if necessary. The University has announced its plans expects to announce decisions about the spring semester in the first week of December. Learn more about Princeton's response to COVID-19 and get updates [here](#).

Advancement Overview

The Princeton University Office of Advancement secures philanthropic support for the University's highest priorities by engaging and stewarding Princeton's alumni, parents, and friends. The University relies on strong partnerships with its volunteers and campus partners. The Princeton strategy emphasizes the long view, honoring the relationships nurtured by those who came before them and empowering those who come after to successfully build on its efforts.

In the fall of 2016, Princeton moved to an advancement model signaling innovative change and conveyed the message that the future of Princeton depends deeply on the relationship between Alumni Affairs and Development. The Office of University Advancement oversees offices with a staff of approximately 200 individuals.

University Advancement's Mission:

University Advancement's mission is to inform, involve and inspire Princeton's global community of alumni and friends to serve the University and its mission, with the vision of advancing Princeton's ability to make a difference in the world.

Princeton strives to be the most effective alumni engagement and fundraising enterprise in the world. In doing so, the Advancement Office staff approach their work and work with each other based on the following guiding principles:

- High Performance – Discipline, hard work, integrity, accountability for clearly-defined goals and objectives, and commitment to excellence and success
- Innovation – Continuous improvement and industry best practices, while respecting institutional values and culture
- Civility – Respectful and thoughtful relationships with co-workers, campus partners, donors, and volunteers; always be thanking ("ABT")
- Collaboration – Teamwork, direct and open communication, and alignment with organizational priorities and decisions

Learn more about the Office of Advancement and Princeton's fundraising priorities [here](#).

Leadership



Kevin J. Heaney
Vice President for Advancement

Kevin Heaney was appointed Princeton University's first Vice President for Advancement in November 2016. He serves as a member of the President's Cabinet and oversees the University's Office of Development and the Office of Alumni Affairs. He came to Princeton in March 2015, as deputy vice president for development and was named acting vice president for development in March 2016. Before joining Princeton, he served for nearly a decade at the Oregon State University Foundation as the vice president for constituent and central development programs and deputy campaign director. He played a key role in that university's first comprehensive fundraising campaign, which surpassed its \$1 billion goal 11 months ahead of schedule. Heaney had previously served in a variety of development positions at Georgetown University, Johns Hopkins University and Harvard University. During his career, he has been part of four highly successful campaigns and has been an active member of the broader development community, chairing seven national conferences on campaign fundamentals and strategies for the Council for Advancement and Support of Education (CASE). A graduate of the University of Cincinnati, Heaney has a Master's degree from Columbia University and a law degree from Boston College.

Position Overview

Reporting to the Vice President for Advancement, the Assistant Vice President for Capital Giving (AVP) is a member of the University Advancement senior leadership team responsible for the oversight, management, and motivation of the departments of Capital Giving, International Development, and Gift Planning. Collectively, these departments are responsible for securing at least \$125 million annually in new gifts and commitments for University fundraising priorities. In addition, the AVP oversees the Recording Secretary's Office, which is responsible for acknowledging gifts on behalf of the University.

Responsibilities:

Management (55%)

- Serves on the University Advancement senior leadership team, which is responsible for goal setting and leading the entire Advancement organization, as well as setting policies and procedures to ensure the office is maximizing efforts to advance its mission.
- Serves as a trusted advisor to the Vice President for Advancement and the Advancement senior leadership team, particularly with regards to matters pertaining to conversations with donors capable of making gifts to the University of \$1 million or more. May also entail advising the President, Provost, or other senior campus leaders, depending on the nature of the gift conversation.
- Leads and motivates a team of approximately 34 FTE's who are focused on securing at least \$125 million annually in new gifts and commitments for University fundraising priorities.

- Develops goals and oversees the implementation of an operating/strategic plan and budget for the Capital Giving and Recording Secretary departments.
- Provides direct supervision of the Executive Director of Leadership Gifts, the Executive Director of International Development, the Director of Gift Planning, and the Office Manager in Capital Giving.
- Oversees the hiring, coaching, supporting, and evaluating of Capital Giving staff; leads and inspires staff to consistently meet and exceed annual expectations. Works with team members in developing individual strategies for prospects and regions.
- Evaluates and provides performance feedback to ensure that each frontline gift officer is achieving or exceeding each of their respective productivity metrics with regards to face-to-face visits, open solicitations, closed gifts, and dollars raised. Addresses performance shortcoming within the Capital Giving staff in a timely and effective manner.
- Works closely with the Director of Prospect Management and Research and the Director of Analytics and Data Management to ensure that frontline gift officer portfolios are appropriately curated and that front-liner activities are data-driven to ensure maximum productivity and efficiency.
- Collaborates with colleagues in the Office of the Vice President for Advancement, Annual Giving, Prospect Management & Research, and Analytics & Data Management to ensure that all activities involving donors capable of gifts to Princeton of \$1 million or more are coordinated and managed to ensure maximum benefit for the University.
- Ensures a culture where effective teamwork, collaboration and innovation are expected, recognized, and rewarded; leads by example with regard to appropriate risk-taking, cross organizational cooperation, and clear standards of conduct.
- Earns reputation as good citizen and ambassador for Princeton through strong representation of the University to both internal and external diverse constituencies; serves as a trusted advisor, collaborative colleague, and effective mentor.
- Provides a model of best practices in executing their role as fundraiser for the Capital Giving Groups.
- Serves as a resource and role model to staff on matters of prospect strategy, and offers new approaches and techniques; seeks to provide creative solutions to complex solicitations; and remains current with evolving trends in philanthropy.

Fundraising (45%)

- Responsible for ensuring that the Capital Giving staff consistently secures at least \$125 million a year in new gifts and commitments for University fundraising priorities.
- Successfully manages a portfolio of 50-65 potential donors with the capacity to make a gift of at least \$1 million or more to Princeton, with a special focus on securing individual gifts of \$1 million or more for financial aid in the upcoming capital campaign.
- Successfully completes a minimum of 60-80 face-to-face visits per year with potential donors capable of making individual gifts to Princeton of at least \$1 million or more, and opens at least 5 gift conversations per year at the \$1M+ level.
- Participates in the direct solicitation and closing of gifts while executing long-term strategies in conjunction with University staff and volunteers, as appropriate.
- Oversees clerical and accounting responsibilities related to their assigned donors.

- Ensures that solicitation activities are closely coordinated with colleagues in Annual Giving and, as appropriate, in Principal Gifts.
- Oversees the preparation of funding proposals, assessments of potential support, briefings for senior officers and Trustees and stewardship reports for all assigned prospects; ensures that all interested parties are involved in key efforts focused on specific prospects; documents all substantive prospect contact through "contact reports" in Advancement's Advance system.
- As appropriate, facilitates relationships with and supports the work of Trustees and senior volunteers involved in the efforts of securing gifts from Princeton's most capable donors.
- Understands how to favorably deploy campaign volunteers to foster a sense of impact while optimizing the experience and generosity of the donor.
- Provides significant leadership in helping the Office of Advancement to achieve its ambitious \$500 million goal for financial aid in the upcoming capital campaign.

Other Duties as Assigned (5%)

Attributes of the Ideal Candidate:

- Ten or more years of progressively responsible development experience with a proven track record of closing philanthropic gifts of \$1 million and above preferred.
- Leadership experience within an institution of higher education is also preferred.
- Demonstrated experience as a manager and supervisor of staff with a track record of recruiting, developing, and retaining a high caliber staff, and building a diverse team.
- Proven ability to motivate people, build buy-in around organizational goals and decisions, lead teams through change, measure and manage performance, address underperformance, and develop processes and policies designed to optimize the effectiveness and productivity of the office and its members.
- A demonstrated commitment to diversity and inclusion and a track record of working effectively with diverse groups.
- Proven ability to develop and foster relationships with stakeholders at all levels across a complex organization, and to collaborate and influence at a high level. Evidence of self-motivation and the ability to work both independently and in teams, with high personal standards representative of Princeton's commitment to excellence.
- Strong strategic planning and project management skills necessary to set and monitor progress against goals, to develop plans and timelines, and to measure success toward goals.
- Discretion, good judgment, and commitment to keep confidential all data related to Princeton and its alumni and donors.
- Ability to respond quickly to changing business needs and priorities. Ability to handle multiple projects simultaneously and to produce high-quality and compelling work product under tight deadlines.
- Ability to work with a high degree of flexibility in a highly-collaborative, fast-paced, goal-oriented environment.
- Exceptional written, oral, and interpersonal communication skills.

- Commitment to the Office of Advancement's mission of maximizing philanthropic support for Princeton University and to adhering to its guiding principles of High Performance, Innovation, Civility, and Collaboration.
- Bachelor's degree required.
- Sense of humor is a plus!

Benefits:

Princeton provides a large portfolio of benefits to meet the diverse needs of its faculty and staff members. More information can be found [here](#).

Equal Opportunity Policy and Nondiscrimination Statement:

Princeton University subscribes to a policy of equal opportunity. The University believes that commitment to principles of fairness and respect for all helps create a climate that is favorable to the free and open exchange of ideas, and the University seeks to reach out as widely as possible in order to attract the ablest individuals as students, faculty, and staff. For these reasons, decisions concerning admission to University academic and other programs, as well as employment decisions in all University departments and offices, are made on the basis of an individual's qualifications to contribute to meeting Princeton's educational objectives and its institutional needs. In applying this policy, the University is committed to the principle of not discriminating against individuals on the basis of personal beliefs or characteristics such as political views, religion, national or ethnic origin, race, color, sex, sexual orientation, gender identity or expression, pregnancy, age, marital or domestic partnership status, veteran status, disability, genetic information and/or other characteristics protected by applicable law unrelated to job or program requirements.

In compliance with Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Title VI of the Civil Rights Act of 1964, and other federal, state and local laws, Princeton University does not discriminate on the basis of age, race, color, sex, sexual orientation, gender identity or expression, pregnancy, religion, national or ethnic origin, disability, genetic information, or veteran status in any phase of its employment process, in any phase of its admission or financial aid programs, or other aspects of its educational programs or activities. The vice provost for institutional equity and diversity is the individual designated by the University to coordinate its efforts to comply with Title IX, Section 504 and other equal opportunity and affirmative action regulations and laws. Questions or concerns regarding Title IX, Section 504 or other aspects of Princeton's equal opportunity or affirmative action programs should be directed to Michele Minter, Vice Provost for Institutional Equity and Diversity, Princeton University, 205 Nassau Hall, Princeton, NJ 08544 or 609-258-6110. Further, inquiries about the application of Title IX and its supporting regulations may also be directed to the Assistant Secretary for Civil Rights, Office for Civil Rights, U.S. Department of Education. Full statement can be found [here](#).

Procedure for Candidacy

Nominations, applications, and inquiries are being accepted for the position. Consideration of candidates will continue until the position is filled. Candidates should submit, in confidence, a resume and cover letter.

Communications, nominations, applications, and inquiries concerning this search should be directed to:

To learn more, call
Jill Lasman, Senior Executive Vice President or
Donna Russell, Senior Consultant at
617-262-1102
JLasman@LindauerGlobal.com or DRussell@LindauerGlobal.com
All inquiries will be held in confidence.

Prior to submitting your resume for this position, please read it over for accuracy. Lindauer does verify academic credentials for its candidates. Princeton University conducts comprehensive pre-employment background screening on final candidates



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