



Nonprofit Consultants

EXECUTIVE TRANSITION CONSULTANTS

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FRED ROGERS CENTER
for early learning and children's media
at Saint Vincent College

**DIRECTOR OF DEVELOPMENT
FRED ROGERS CENTER, SAINT VINCENT COLLEGE, LATROBE, PA**

This position is ideal for a mission-driven, experienced philanthropy executive who is committed to strategic fund development for nonprofits through traditional and new media vehicles of fundraising. This is an opportunity for an entrepreneurial, creative manager to shape a comprehensive, mission-sustaining development program for the Fred Rogers Center (FRC) with both a regional and a national focus. (This position was previously released as a part-time opportunity. It has been modified and is now a full-time position).

BACKGROUND

The Fred Rogers Center for Early Learning and Children's Media was established in September 2003 under the organizational structure of Saint Vincent College. For nearly three years before his death, Fred Rogers provided leadership and guidance for the planning of the Center. Staying true to his vision and emulating the guiding principles of his life's work, the mission of the Rogers Center is to advance the fields of early learning and children's media by acting as a catalyst for communication, collaboration, and creative change. The Center's work resonates with Fred Rogers' belief in the positive potential of educational media for nurturing the social, emotional, cognitive, and physical development of young children. More information about the Fred Rogers Center is available at www.fredrogerscenter.org.

RESPONSIBILITIES

The Director of Development will be responsible for the following.

- Planning and Communicating with the FRC Executive Director and other Senior Staff and Advisors
- Working Cooperatively with the Institutional Advancement Office of Saint Vincent College (IA-SVC)
- Developing a multi-pronged, multi-year fundraising strategy and related goals
- Researching donor prospects for major gifts, annual giving, and events
- Coordinating FRC database needs and functions for prospect research, prospect management, and stewardship with the contact management system used by IA-SVC
- Developing a major gifts prospect pool; developing and implementing a related plan for cultivation and solicitation
- Developing and implementing aspects of a corporate giving/sponsorship program
- Utilizing social media fundraising
- Advising and assisting in prospect identification, cultivation, and solicitation for private grantseeking
- Fundraising event planning
- Developing an FRC donor recognition program
- Coordinating with the planned giving program of Saint Vincent College

PERFORMANCE OBJECTIVES

The successful candidate will be expected to accomplish the following within one year in this position:

Fund Development Planning and Management

- By analyzing available data, set ambitious yet realistic fundraising goals for the fiscal year July 1, 2011 through June 30, 2012, and, based on progress and outcomes, develop a two-year fundraising plan for the period through June 30, 2014.
- Revise and expand policies and procedures for gift processing, acknowledgment, and stewardship.
- Coordinate with IA-SVC planning and strategy for the launch of an FRC endowment campaign in 2013.

Messaging

- Create a concise Case Statement that aligns with the planning goals and the programmatic priorities of FRC and is consistent with overall Center messaging and marketing.

Strengthen the Fundraising Ability of the Community

- Train FRC staff, volunteers, Advisors, and staff of IA-SVC to communicate the message thoughtfully and sincerely.

Create the Annual Giving Program

Launch a comprehensive, multifaceted annual campaign that includes:

- Social media outreach and solicitation
- Individual solicitation
- Mailings
- Personal visits
- Grant requests
- Corporate and business giving and sponsorships
- Events

Create a Major Gift/Planned Giving Program

Utilizing moves management, create a system of major gift cultivation and solicitation that includes:

- Developing and screening a list of current and new prospects for major gift solicitation
- Coordinating the process for major gifts solicitations
- Reviewing foundation and corporate prospects strategically
- Developing a list of prospects for planned giving
- Developing recognition opportunities for major and planned gifts
- Cooperating with IA-SVC to create or adapt policies for major and planned gifts

KNOWLEDGE, SKILLS & ATTRIBUTES

The ideal candidate for this position possesses the following:

- A minimum of five years of nonprofit development experience with concentration in annual giving and major gifts.
- Demonstrated experience and success with new media fundraising.
- A mission-minded sensibility for the work of FRC and its sponsor organization, Saint Vincent College (www.stvincent.edu).
- The energy and vision to work within and outside of FRC to build and fund creative partnerships.
- A strategist, with experience developing and raising funds for activities similar to those of FRC; experience and comfort working with individuals of high net worth.
- An ethos of excellence and customer focus.
- Success moving, leading, and working collegially with a variety of stakeholders.
- Financial acumen experienced in business planning in a nonprofit setting.

- Excellent communication and presentation skills, both oral and written, including proficient and creative use of communications technology and social media.
- Undergraduate degree required; master's degree in related field desirable.

COMPENSATION

This position offers competitive compensation, commensurate with the level of skill and experience expected from applicants.

TO APPLY

Interested individuals wishing to confidentially discuss this opportunity may contact Michelle Pagano Heck at mheck@deweykaye.com. Qualified individuals may apply in confidence by submitting resume, cover letter and compensation requirements to: resumes@deweykaye.com. Please reference the following in the subject line of your email: **FRC Director of Development MH #201-MH687**.

(Individuals that previously submitted application need not re-apply)

Candidates must submit materials no later than Monday, June 13, 2011. If you do not receive an email confirmation of your submission within 3 business days, please contact Dawn Kopp at dkopp@deweykaye.com or 412-434-1335. Please direct all inquiries related to this position to Dewey & Kaye.

Saint Vincent College is committed to diversity and encourages applications from all qualified candidates.