



**EXECUTIVE DIRECTOR, GIFT PLANNING**

**SANTA CLARA UNIVERSITY**

**Santa Clara, California**



**Santa Clara University**

The Aspen Leadership Group is proud to partner with Santa Clara University in the search for an Executive Director, Gift Planning.

The Executive Director, Gift Planning will direct the planning, management, coordination, and evaluation of the comprehensive Gift Planning Program within University Development. This includes staffing, budgeting, marketing, reporting, and oversight of the program. The Executive Director will lead and have direct management responsibility for a team of Gift Planning Officers, charged with managing relationships and securing philanthropic support from donors capable of making gifts of \$100,000-\$1,999,999 and above. Santa Clara University's Gift Planning Program provides strategic leadership and partnership in the planning and execution of tax-wise gifts, including outright gifts, real estate, trusts, and all forms of deferred giving (estate planning, bequests, and other life income gifts). Planned gifts at the University represent 25% or more of overall dollars raised annually.

Santa Clara University is a comprehensive Jesuit, Catholic university offering its 9,000 students rigorous undergraduate curricula in arts and sciences, business, and engineering, plus master's, Ph.D., and law degrees. Located in the heart of Silicon Valley, Santa Clara University blends high-tech innovation with a social consciousness grounded in the Jesuit educational tradition. It is committed to leaving the world a better place. It pursues new technology, encourages creativity, engages with its communities, and shares an entrepreneurial mindset. SCU's goal is to help shape the next generation of leaders and global thinkers. The University's undergraduate and graduate programs span areas ranging from psychology to sustainable-energy engineering and from theatre arts to business analytics.

Ranked among the top 15 percent of universities nationwide by *U.S. News and World Report*, Santa Clara University is California's oldest operating institution of higher education. The University is focused on creating an academic community that educates citizens and leaders who will build a more just, humane, and sustainable world.

University Relations builds Santa Clara University's excellence and character by strengthening relations with alumni, parents, and friends of the University, raising public awareness, and increasing private philanthropy. The development division has been recognized with the CASE Educational Fundraising Award, an honor given each year to superior fundraising programs at educational institutions across the country.

## REPORTING RELATIONSHIPS

The Executive Director, Gift Planning will report to the Assistant Vice President for Development, Amber De Buizer. The Executive Director will supervise a Gift Planning Associate and oversee a team of Gift Planning Officers.

### FROM THE ASSISTANT VICE PRESIDENT

*Founded in 1851, Santa Clara University sits in the heart of Silicon Valley—the world’s most innovative and entrepreneurial region. The University’s stunningly landscaped 106-acre campus is home to the historic Mission Santa Clara de Asís. SCU has among the best four-year graduation rates in the nation and is rated by PayScale in the top 1 percent of universities with the highest-paid graduates. SCU has produced elite levels of Fulbright Scholars as well as four Rhodes Scholars. With undergraduate programs in arts and sciences, business and engineering, and graduate programs in six disciplines, the curriculum blends high-tech innovation with social consciousness grounded in the tradition of Jesuit, Catholic education.*

*You will be joining a development team that has already raised \$780 million toward an ambitious \$1 billion comprehensive campaign goal. Planned gifts play a critical role in our ability to reach our goals. With one of the largest generational transfers of wealth in history taking place in the next 5-10 years, now is an incredibly exciting time to lead this team. You would inherit a healthy, high-performing team, built under the leadership of a well-liked and successful prior Executive Director who recently retired.*

*Santa Clara is a beautiful and special place to live, existing between the agricultural past of the region—then known as the “Valley of Heart’s Delight”—and a boundless technological future. Being in the heart of Silicon Valley means you’re down the street from some of the most innovative and successful businesses in the world. Plus there’s 300+ days of sunshine per year and the exciting San Francisco Bay Area at our doorstep. I look forward to talking with you more about why this region and Santa Clara University are such a special place to live and work.*

—Amber De Buizer, Assistant Vice President for Development

### SANTA CLARA UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Advancing inclusive excellence is a campus-wide goal reflected in Santa Clara’s Jesuit values and traditions. As stated in the [Fundamental Values of the University’s Strategic Plan](#), *We cherish our diverse and inclusive community of students, faculty, staff, administrators, and alumni, a community that is enriched by people of different backgrounds, respectful of the dignity of all its members, enlivened by open communication, and caring and just toward others.* To further this value, [Goal 5](#) of the Strategic Plan prompts the University to *recruit and graduate a broadly diverse community of highly talented students.* Simultaneously, the University recognizes that simply admitting more diverse students is not enough. Research has emphasized the importance of faculty composition in maximizing the benefits of racial diversity in higher education for all students (Milem, 2001). Such an effort also furthers the University’s commitment to inclusive excellence. As such, the University seeks to *recruit and retain outstanding faculty members whose teaching, research, and life experience enrich the diversity of Santa Clara’s academic community with respect to race, ethnicity, and gender.*

## PRIMARY RESPONSIBILITIES

The Executive Director, Gift Planning will

- establish and oversee annual and long-term objectives for the Gift Planning Program, executing on these plans to meet financial goals and University priorities;
- plan and implement a comprehensive program for the identification, cultivation, solicitation, and stewardship of deferred gifts to Santa Clara University;
- prepare annual department operating plans, goals, budget, program direction, and policy development, including consistent monitoring and reporting;
- provide leadership and direct management for a team of Gift Planning Officers, integrating their efforts across campus and directing their activities and strategies to secure gifts in the \$100,000 to \$1,999,999+ range in support of the University's strategic priorities;
- establish performance metrics for Gift Planning Officers, in concert with University Relations leadership, and foster a culture of accountability;
- ensure that active and effective strategies are in place for all assigned prospects including timely and accurate use of the CLARA fundraising database;
- personally develop, lead, and manage the strategy for a portfolio of gift planning donors and prospects, setting and meeting ambitious goals to lead by example in fundraising (the personal annual fundraising goal for the Executive Director is typically in the \$3,000,000-\$7,000,000 range);
- manage, staff, and recruit an advisory volunteer group of industry professionals on the Planned Giving Advisory Council which serves as professional advisory group and opportunity for volunteer involvement;
- cultivate relationships with attorneys, accountants, financial planners, bank trust officers, chartered life underwriters, and other professional advisors;
- develop and oversee a comprehensive marketing program for planned giving opportunities;
- consult with University Marketing and Communications in prioritizing and implementing a planned gift marketing communications program;
- oversee all aspects of the Thomas I. Bergin Legacy Society and ensure its effective stewardship and growth; contribute to the Jerry A. Kasner Estate Planning Symposium, the Father William Gianera Society event, the 45<sup>th</sup>-60<sup>th</sup> Reunion, and other related university events (Family Weekend, Grand Reunion, etc.);
- oversee reporting and all aspects of estate administration of all planned gift activity, results, expectancies, and annual planning for accuracy and strategic significance, and ensure seamless reporting and gift distributions to donors;
- coordinate activities on various legal and financial issues with the University Finance Office, the Office of the Vice President for Finance and Administration, the Office of the General Counsel, and the Vice President of University Relations;
- educate, advise, and support development officers and others as they work with donors on planned gifts to the University;
- partner with the Assistant Vice President and Prospect Management and Analytics to identify and approve prospects for assignment; oversee the development and effectiveness of fundraiser portfolios; and support campus-wide adherence to the Prospect Management process;
- provide gift illustrations for various gift vehicles and review of trust documents, working with donor advisors and trust administrators;
- maintain current knowledge regarding legal, tax, technical, and financial developments in estate planning and charitable donations and serve as a University expert and resource;

- provide leadership and best practices to the gift acceptance policies and procedures including the facilitation and introduction of new gift opportunities;
- prepare gift agreements, as well as documents to establish charitable gift annuities, charitable reminder trusts, charitable lead trusts, and other forms of planned gifts; and
- maintain a healthy, fair, and inclusive work environment by promoting diversity, exercising teamwork and collaboration with working with diverse groups, donors, volunteer groups, and coworkers.

## **LEADERSHIP AND KEY COLLEAGUES**

### **Lisa Kloppenberg President**

Lisa Kloppenberg joined Santa Clara University in 2013, serving as Dean of the law school and as Provost and Vice President for Academic Affairs before being named to the role of Acting President in March 2021. Kloppenberg was drawn to SCU by its Jesuit mission and values, its location at the heart of Silicon Valley and the inspiring and innovative people she encountered at the University.

Prior to joining Santa Clara, Kloppenberg served for a decade as Dean and professor of law at the University of Dayton where she received national recognition for championing the “Lawyer as Problem Solver” curricular reform and a unique accelerated option for legal studies. Earlier in her career, she taught at the University of Oregon, where she served as a Law faculty member for nearly 10 years. She co-founded and directed the School’s Appropriate Dispute Resolution Program and earned tenure with work focused on Constitutional Law and Federal Courts.

A West Coast native, Kloppenberg received her B.A. from the University of Southern California and her J.D. from the University of Southern California Law Center where she was Editor-in-Chief of the *Southern California Law Review*. After graduation, Kloppenberg clerked for the Honorable Dorothy Wright Nelson of the U.S. Court of Appeals for the Ninth Circuit. Following the clerkship, Kloppenberg became an attorney with Kaye, Scholer, Fierman, Hays & Handler in Washington, D.C. where she was involved with litigation, arbitration, and mediation of a variety of domestic and international disputes. Kloppenberg has been active with numerous academic and professional organizations including the American Bar Association, the Law School Admission Council, and the Association of American Law Schools.

### **James C. Lyons Vice President for University Relations**

Since 2013, James Lyons has served as Vice President for University Relations at Santa Clara University. In that capacity, he leads the University Departments of Advancement, Corporate and Foundation Relations, Alumni Relations, University Marketing and Communications, and the Events and Protocol office.

During his years at SCU, he has worked to creatively and strategically build institutional awareness and engagement, increased philanthropic support to help further the mission of the University, especially through the current *Innovating with a Mission* \$1 billion comprehensive campaign. He has helped position Santa Clara as a university on the move, driving toward inspirational and aspirational goals for the future.

Lyons came to SCU from the University of Portland, where he was Vice President for University Relations and led the largest fundraising effort in the University’s history, its \$200 million *RISE Campaign*. Previously he served as the University of Portland’s Dean of Admissions, Director of Enrollment Services at Sonoma State University, and Interim Dean of Admissions at Seattle University. He has dedicated over 34 years of his professional life to higher education.

**Nancy Trish Calderon****Senior Associate Vice President for Principal Gifts and Development**

A successful, collaborative, and high-performing contributor, Nancy Trish Calderon has built and lead successful multi-disciplinary teams in higher education advancement, venture capital and high-tech organizations. Her experience includes 18 years at Santa Clara University leading the development organization, creating a principal gifts team; eight years in operations and investor relations with Silicon Valley venture fund, Redleaf Ventures; and more than 15 years in high-tech sales and sales management with IBM, Teradata, and multiple software start-ups. Calderon currently leads all advancement activities at Santa Clara including Principal Gifts, Corporate Foundation Relations, Major Giving, Gift Planning, Parent Giving, and the Annual Fund. Additionally, she carries a leadership portfolio of the University's top donors and prospective donors. Calderon earned a B.A. in Communications and Public Relations from Coe College.

**Amber De Buizer****Assistant Vice President for Development**

At Santa Clara University since 2015, Amber De Buizer serves as Assistant Vice President for Development. She is responsible for leading the Major Gifts, Parent Giving, and Gift Planning team of 20+ professional staff, including the Executive Director, Gift Planning position.

De Buizer has devoted more than 20 years of her career to development in the San Francisco Bay Area, including experience with campaign goals ranging from \$8 million to \$1 billion. De Buizer arrived at Santa Clara University after serving as Chief Development Officer for the Bay Area nonprofit Acterra, where she more than doubled philanthropic revenue in just five years. At the San Francisco Symphony, De Buizer led the \$10 million major gifts program within the annual fund.

Currently, De Buizer serves on the development committee for Environmental Volunteers and has served on the board of the Association of Fundraising Professionals Silicon Valley Chapter in the past. In 2019 she received her certificate in Gift Planning. De Buizer received her B.S.C. in Business Management from Santa Clara University.

**PREFERRED COMPETENCIES AND QUALIFICATIONS**

Santa Clara University seeks an Executive Director, Gift Planning with

- a commitment to Santa Clara University's mission to educate the whole person within the Jesuit, Catholic tradition, and an understanding and appreciation of the vision and values of a Jesuit Catholic educational mission;
- knowledge of gift planning vehicles; federal and state income, estate, and gift tax regulations; and charitable estate planning laws and techniques including functional knowledge of the law of nonprofit organizations and general estates; gift and income tax law; and due diligence procedures in the acceptance of non-cash gifts, such as real estate, securities, in-kind, etc.;
- an understanding of planned giving programs, major giving, and annual giving, with an emphasis on personal solicitations;
- a record of securing planned and major gifts with significant institutional impact, or securing accounts with high net worth individuals;
- knowledge of major gift fundraising principles and an ability to participate in a complex development program, especially within an educational organization;
- a goal oriented, self-motivated, and customer service temperament with an ability to demonstrate accountability, initiative, creativity, and focus in a rapidly changing and intellectually stimulating environment;

- excellent oral, written, and presentations skills and the corresponding analytical skills needed to establish strategic fundraising goals and report on results;
- strong active listening skills and an ability to negotiate positive outcomes;
- excellent computer skills; proficiency in using advanced functions of word processing, Excel spreadsheets, PowerPoint, Google products (i.e., Google docs, Gmail, etc.), database and web resources, Crescendo Pro (or similar), and a CRM database (preferably for fundraising);
- an ability to make a persuasive verbal and written case for supporting key programs and projects, effectively matching the interests of prospective donors to specific University needs;
- an ability to establish and maintain positive working relationships with faculty, staff, high-level donors, and others, consistently maintaining a high level of professionalism, discretion, and confidentiality;
- supervisory experience including an ability to manage, motivate, and work effectively with staff and volunteers; and
- resourcefulness in finding appropriate solutions to problems and initiative in presenting alternatives and implementing solutions to ensure effective change.

A bachelor's degree is required for this position as is at least seven years of progressively responsible fundraising experience with extensive experience in gift planning, marketing, strategic planning, and coordinating special events, preferably within a higher education environment.

#### **SALARY AND BENEFITS**

Santa Clara University offers a competitive salary and [benefits package](#).

#### **LOCATION**

This position is located in Santa Clara, California.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Santa Clara University as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Executive Director, Gift Planning, Santa Clara University.](#)

*To nominate a candidate, please contact Gregory Leet:*

[gregoryleet@aspenleadershipgroup.com.](mailto:gregoryleet@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*