



**ASSOCIATE DIRECTOR OF GIFT PLANNING**

**GETTYSBURG COLLEGE**

**Location— Hybrid/Remote**



The Aspen Leadership Group is proud to partner with Gettysburg College in the search for an Associate Director of Gift Planning.

The Associate Director of Gift Planning will manage the on-going identification, qualification, cultivation, solicitation, and stewardship of approximately 125 gift planning and leadership gift donors and prospects and assist in the design, marketing, and management of the College's Gift Planning program.

Founded at a pivotal time in American history, Gettysburg College has upheld a rigorous commitment to the liberal arts since 1832. Since before the Civil War, the College has stood as a beacon of intellectualism and socially responsible citizenship. Located in the historic town of Gettysburg, Pennsylvania, the College is within two hours of the urban centers of Baltimore, Washington, D.C., and Philadelphia. Students can choose from 40 majors and 40 minors that go beyond the traditional liberal arts education with a focus on experiential learning. An average class size of 18, and a 10 to 1 student to faculty-ratio, means professors are accessible and available to support student success. Its 2,400 students from across the country, and globe, are provided with a wealth of opportunities to get involved outside the classroom. More than 120 clubs and organizations ensure that there will be something for everyone and provide a multitude of leadership experiences. Gettysburg College fields 24 varsity sports—12 for men and 12 for women—that compete at the NCAA Division III intercollegiate level. It is a founding member of the Centennial Conference, home to some of the nation's finest liberal arts colleges committed to excellence in both academics and athletics.

As a residential, undergraduate college of the liberal arts and sciences, Gettysburg College prepares students from across the nation and around the globe to pursue lives of personal and professional fulfillment, and to engage in society through effective leadership and socially responsible citizenship. In March of 2022, the Board of Trustees approved Gettysburg's new strategic plan, [\*Living Our Promise\*](#), with the goal to inspire students to lead lives of meaning, service, and consequence. The plan advances this essential work and marries the excellence of a rigorous liberal arts and sciences education with a student experience that intentionally integrates learning that occurs inside and outside of the classroom.

Gettysburg College is recognized nationally and ranks among top colleges in the country for value, programs, and liberal arts experience. The College appears several times on the *Princeton Review* "Best 388 Colleges" list. It is number 15 in 'Best Campus Food,' 16<sup>th</sup> in 'Students Study the Most,' as well as being recognized in 'Best Value Colleges,' 'Colleges That Create Futures,' 'Green Colleges,' and 'Great Intramural Sports.' *Washington Monthly* has recognized Gettysburg as 29<sup>th</sup> in liberal arts and 43<sup>rd</sup> in "Best Bang for the Buck" colleges in the Northeast. In addition, it is ranked among the Best Colleges by *U.S. News & World Report*—61<sup>st</sup> in liberal arts, 54<sup>th</sup> in 'Best Value Schools,' and 49<sup>th</sup> in 'Best Undergraduate Teaching.'

Gettysburg College was also named a Top Producing Institution for the Fulbright Program in 2021. The College has a history of producing prominent graduates across many fields—alumni include a Nobel Prize-winning cancer researcher, a former Texas Congressman and Presidential Candidate, former NAACP President, an Oscar-nominated cinematographer, and a Newbery Medalist, among others. Gettysburg College boasts an impressive 98% rate for alumni employed or attending graduate school or pursuing further education within a year after graduation. This strong network of alumni is spread across all 50 states, District of Columbia, Puerto Rico, Virgin Islands, Canada, and in five continents to offer support to fellow alumni, and the College.

### **REPORTING RELATIONSHIPS**

The Associate Director of Gift Planning will report to the Director of Gift Planning, Caitlyn Walters. The Associate Director of Gift Planning is a member of the three-person Gift Planning team.

### **FROM THE DIRECTORS**

*Thank you for your interest in empowering the next generation of Gettysburg graduates to lead lives of consequence and ensuring that our great college fulfills its promise—to our students and the world—that the education we provide will prepare students to engage the complex issues of our time and work to effect change on the greater good. Since its founding, and certainly since the first days of July 1863, Gettysburg College has been a place of historical significance and an institution of higher learning that has positioned graduates to achieve and exceed their personal and professional aspirations. The College Advancement staff at Gettysburg is inspired by the importance of our work within this greater context and the role our success plays in ensuring our students learn and develop with their sights set on the critical work of effective leadership and socially responsible citizenship.*

*As you consider the opportunity to join the Advancement team at Gettysburg, know that this position exists within a supportive community of colleagues on a spectacular 200-acre campus adjacent to the Gettysburg battlefields and National Park. The successful candidate will join an ambitious team at a critical time of the initial stages of the College's next comprehensive campaign. We will invest in the development and support of our new colleague from Day 1 and will look for someone who will be equally invested in our work.*

*Gettysburg alumni want to be inspired and want to engage with their alma mater. The College, and the experiences our alumni had as students, means a great deal to our alumni. It is our charge to find ways to engage them socially, philanthropically, as volunteers and ambassadors as we embark on the next chapter of the College's future. We are confident that if you choose to learn more about our team and our work that you will find a compelling opportunity for your new chapter as well.*

—Caitlyn Walters, Director of Gift Planning and Joe Gurreri, Director of Leadership Giving

### **GETTYSBURG COLLEGE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

Gettysburg College's perspective on diversity and inclusion is grounded in its core values. It believes in the worth and dignity of all people and the limitless value of their intellectual potential. It is also committed to providing a diverse and inclusive learning and working environment because this enhances the educational experience for all students, faculty, and staff. Research shows that a diverse college

environment is linked to the development of critical thinking skills. Nurturing, respecting, and sustaining an inviting campus climate where individual differences and identities are perceived as strengths, not deficits, is critical to developing a sense of belonging. The College strives to be that place where everyone can live authentic lives without concern that this authenticity will negatively impact their opportunities for success.

### **PRIMARY RESPONSIBILITIES**

The Associate Director of Gift Planning will

- assist in the development and implementation of fundraising strategies to increase constituent awareness and understanding of gift planning opportunities;
- cultivate and steward relationships with approximately 125 assigned donor prospects, with a focus on gift planning prospects;
- interact with donors and donor prospects extensively both in-person and virtually including at least 125 personal visits annually and personal outreach to 100% of portfolio;
- work with assigned donors and prospects and their legal, financial, and tax advisors in the execution of planned gifts and prepare gift illustrations for various types of planned gifts;
- draft letters, proposals, and endowment agreements;
- assist in the creation of gift planning marketing communication materials;
- assist with gift planning-specific events and attend other all-division events, such as Homecoming and Reunion;
- advise other gift officers on gift planning strategies for their prospects;
- assist with the development and implementation of the 50<sup>th</sup> Reunion gift planning goal and fundraising strategy and serve as the gift planning representative on the 50<sup>th</sup> Reunion Committee;
- assist in the development of gift planning professional development and training opportunities for gift officers;
- coordinate with research staff to identify new gift planning prospects;
- maintain records and contact reports on gift planning donors and prospects in the database;
- keep abreast of changes in tax law and philanthropic trends related to gift planning arrangements; and
- set annual metric target goals with the Director of Gift Planning.

### **LEADERSHIP**

#### **Clarence "Tres" Mullis**

##### **Vice President for College Advancement**

Clarence "Tres" Mullis was appointed to serve as Gettysburg's Vice President for College Advancement effective February 24, 2020. Mullis joined Gettysburg after a successful 25-year career in higher education. Most recently, he served as Executive Director of University Development at Washington and Lee University in Lexington, Virginia, where he led a \$500 million fundraising campaign. Previously, Mullis led fundraising efforts at the Peabody College for Education and Human Development at Vanderbilt University, and the alumni relations and development program at Austin Peay State University. He also worked in development for his alma mater, Stetson University. Mullis first became involved with the college in 2013 when he was asked to assess and make recommendations for Gettysburg's parent fundraising program.

## **Caitlyn Walters**

### **Director of Gift Planning**

Caitlyn Walters, Esq. received her B.A. in Political Science from Dickinson College and her J.D. from the George Washington University Law School. After graduation, Walters practiced trust and estate law in Maryland before switching careers to work in development. She spent six years running annual giving programs at the Barnesville School and The Lab School of Washington, independent schools in and around Washington, DC. In 2018, Walters joined Gettysburg College as a Major Gifts Officer before becoming the Director of Gift Planning in 2019.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Gettysburg College seeks an Associate Director of Gift Planning with

- a commitment to the mission of Gettysburg College—to prepare students from across the nation and around the globe to pursue lives of personal and professional fulfillment and to engage the complex questions of our time through effective leadership and socially responsible citizenship;
- an understanding of fundraising theories including the cultivation, solicitation, and stewardship of gift planning and leadership gift donors and prospects;
- exceptional oral and written communication skills;
- a high degree of motivation and an ability to motivate others and work harmoniously with various individuals;
- an ability to work independently and in a team setting;
- an ability to foster and develop new relationships;
- an ability to cultivate and steward donors successfully in-person and virtually in pursuit of philanthropic support;
- fluency with Microsoft Office software applications; and
- knowledge of common gift planning, estate, and financial planning or wealth planning vehicles and an understanding of tax law.

A bachelor's degree or an equivalent combination of education and experience is required for this position as is at least two years of successful development experience or a relevant background in financial planning, wealth management, or estate planning.

## **SALARY AND BENEFITS**

The salary range for this position is \$85,000 to \$90,000 annually. Gettysburg College offers a comprehensive [package of employee benefits](#).

## **LOCATION**

Gettysburg College is in Gettysburg, Pennsylvania. The Associate Director of Gift Planning is eligible to request hybrid or remote status in accordance with the College's [remote and hybrid work policy](#). Candidates working remotely should reside in Pennsylvania, New Jersey, Maryland, Virginia or Washington, D.C.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Gettysburg College 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:*

*[Associate Director of Gift Planning, Gettysburg College.](#)*

*To nominate a candidate, please contact Tom Herbert, [tomherbert@aspenleadershipgroup.com](mailto:tomherbert@aspenleadershipgroup.com).*

*All inquiries will be held in confidence.*