



**DIRECTOR OF ADVANCEMENT**  
**[BROOKLYN FRIENDS SCHOOLS](#)**  
**NEW YORK, NEW YORK (BROOKLYN)**



Aspen Leadership Group is proud to partner with Brooklyn Friends School in the search for a Director of Advancement.

The Director of Advancement will provide clear vision, leadership, management, and comprehensive strategic direction for all aspects of Brooklyn Friends School's advancement program. This includes both short-term and long-term strategies for Annual Giving, the Alumni Program, Endowment, Capital Campaigns, community engagement, and strategic communications.

Brooklyn Friends School is a preschool through 12<sup>th</sup> grade independent Quaker school located in the thriving downtown Brooklyn neighborhood. Most of the faculty at the college-preparatory school hold advanced degrees, and the Upper School offers the academically challenging and highly esteemed International Baccalaureate Diploma Program—one of only three independent New York City schools to do so. The school is proud of its active, supportive parent body, its enthusiastic teachers and dedicated staff, and its thoughtful and articulate students.

Founded in 1867 by the Religious Society of Friends as a co-educational grade school, Brooklyn Friends School had an initial student body of 17 studying in the landmarked Brooklyn Monthly Meetinghouse at 110 Schermerhorn Street. The school expanded to include a kindergarten in 1902 and a high school division in 1907. In the early 1970s, the school moved to larger, more-spacious quarters at 375 Pearl Street. The seven-story building dates to 1928 and previously housed the Brooklyn Law School. Today, 700 students ranging in age from 2 to 18 attend one of the four academic levels—Preschool, Lower School, Middle School, and Upper School. Brooklyn Friends School nurtures a lifelong love of learning and fosters strength of character, values, and the ability to think expansively in all students.

Brooklyn Friends School integrates a rich learning environment with a compelling history of value-driven education and a dedicated and diverse community. The Quaker values of simplicity, peace, integrity, community, equality, and stewardship are the underpinnings of the school's academic strength. They inform Brooklyn Friends' faithful commitment to academic excellence and opportunity as well as the warmth and respect students, parents, and staff impart and experience within the school. From an in-depth study of the solar system in Preschool to participation in the prestigious International Baccalaureate Program in Upper School, study at Brooklyn Friends School provides students with the academic preparation sought by the most competitive colleges and universities.

The Brooklyn Friends School Performing Arts and Visual Arts Programs provide a dynamic and globally influenced, inclusive arts education that emphasize active participation, collaboration, and the illumination of its Quaker values. The school weaves a profound and integrated tapestry of a Quaker values driven, exceptional education, cultivating confident global citizens who let their lives speak in the spirit of leadership and service. Brooklyn Friends also cultivates an athletic community grounded in teamwork, leadership development, and ethical conduct, fortified by the values of engagement, camaraderie, and excellence, embodying dedication to sportsperson-ship and the holistic wellbeing of each student.

## MISSION STATEMENT

Guided by the Quaker belief that there is a divine light in everyone, Brooklyn Friends School cultivates an intellectually ambitious and diverse community that celebrates each individual's gifts. The school challenges students to value and embrace difference as they develop critical thinking skills and apply their knowledge and intelligence both in and out of the classroom. In this rich learning environment, all members of the community are inspired to voice their convictions, to discover and pursue their passions, and to seek truth. Brooklyn Friends graduates are compassionate, curious, and confident global citizens who let their lives speak in the spirit of leadership and service.

## REPORTING RELATIONSHIPS

The Director of Advancement will report to the Head of School, Crissy Cáceres and will serve on the school's Senior Leadership Team. The Director of Advancement partners closely with the Director of Communications and Marketing, with cross-over engagement with members of both teams. The Director will have two direct reports.

## FROM THE HEAD OF SCHOOL

*For more than 155 years, Brooklyn Friends School has existed in the Brooklyn landscape, constantly evolving within the cultural, socio-political, economic, and geographic dynamics of this vibrant borough. Throughout it all, our center has been our Quaker identity, and we have strived to embody and realize Quaker principles within all aspects of our existence. Many Brooklyn Friends School generations have been influenced by the principles of Peace, Integrity, Community, Simplicity, Equality, and Stewardship, and scores of individuals have dedicated themselves to ensuring that they are fully lived through actions that positively influence peoples' lives.*

*Now, in the coming years, our school seeks to boldly expand its influence as an educational cornerstone of social justice and impact within local, national, and global spheres in an effective manner that embodies and punctuates our Quaker identity. As we set out in our work to realize an ambitious and inspiring vision, we seek to reimagine and elevate our approach to Advancement so that we may strengthen our culture of giving and unlock our untapped philanthropic potential that will enable us to achieve the optimal best version of Brooklyn Friends School in the years ahead.*

*As the Director of Advancement, you will serve as a key member of our leadership team and will carefully craft Advancement strategies that are thoughtfully contextualized within the broader happenings of our school. While I look forward to serving as a key thought partner for you as we engage in high-level strategic planning that supports the long-term needs of Brooklyn Friends School, I look to you to be the leader of both advancement strategy and activity. You will have the opportunity to build an Advancement infrastructure that is rooted in data-driven best practices, thoughtful community engagement, and innovative design. Your ability to authentically build trust with a vast array of stakeholders and to inspire all members of our community to become financial partners in the work of Brooklyn Friends School will be critical to our success in what will be our most ambitious and transformational fundraising initiative in our 156-year history.*

*I invite you to lead with me as we embark on this journey.*

—Crissy Cáceres, Head of School

## **BROOKLYN FRIEND SCHOOL'S COMMITMENT TO DIVERSITY, EQUITY, AND BELONGING**

Grounded in its Quaker values, diversity is a core value of Brooklyn Friends School. As articulated in its strategic plan, a diverse and inclusive school community creates the strongest and most effective learning environment through the exploration, understanding, and engagement of differences. It prepares students for living in an increasingly diverse and global society. Brooklyn Friends School is a robustly diverse community, including racially, ethnically, and socio-economically, and this has and will continue to be a steadfast mission-informed commitment.

Brooklyn Friends School is devoted to maintaining an environment in which all people are respected and valued. To that end, discrimination in any form, such as that based on race, religion, ethnicity, gender, gender identity, sexual orientation, or socio-economic status, will not be tolerated. The school actively strives to recognize, respect, and celebrate the differences and commonalities that shape the individual and collective identities of its members.

You may learn more about Brooklyn Friends School's diversity, equity, and belonging pillar [here](#).

### **PRIMARY RESPONSIBILITIES**

#### **Leadership and Management**

The Director of Advancement will

- build and grow a multi-year strategic advancement program that strengthens the school's outreach and community engagement activities, while aligning with the school's strategic goals, mission, and core values;
- develop and maintain relationships with key stakeholders of the school, including families, colleagues, alumni, parents of alumni, grandparents, and friends;
- build and sustain an effective strategic partnership with the Board of Trustees and Head of School in order to assure that advancement goals are carefully integrated within the school's overall strategic goals and provide consistent and effective preparation and support for the Trustees;
- identify and cultivate relationships with high-capacity potential donors;
- serve as staff liaison for the Advancement Committee of the Board of Trustees, and provide input and data to the Board of Trustees as needed, including input to the Nominating and Governance committee for staffing Board committees and potential Trustees;
- participate as a member of the Senior Leadership Team of the school and, in this capacity, perform duties as assigned by the Head of School; and
- in coordination with the Director of Communications and Marketing, collaborate to ensure consistent messaging throughout all aspects of school life.

#### **Development**

The Director of Advancement will

- oversee the creation and implementation of a comprehensive fundraising plan that furthers the philanthropic culture of the Brooklyn Friends School community;
- develop, cultivate, and steward a strategic advancement plan for the long-term philanthropic growth and stability of Brooklyn Friends School;
- provide leadership and strategic direction for future capital campaigns;
- identify, cultivate, and solicit a portfolio of top major and planned gift prospects, making solicitations directly or facilitating with the Head of School or Trustees;
- cultivate relationships with key stakeholders while overseeing all aspects of Brooklyn Friends School's fundraising programs for these constituents;

- identify partnerships with major foundations and trusts that support key school initiatives centered on reciprocal mission-aligned commitments;
- build and execute programming that educates community members about how philanthropy supports the mission and goals of Brooklyn Friends School;
- develop and implement strategies for cultivating relationships leading to solicitation, while continuing to cultivate and steward major individual donors;
- ensure that donors feel their support of Brooklyn Friends School is a personally fulfilling experience and demonstrate the impact of their contributions in timely and meaningful ways; and
- manage volunteer involvement in the school's advancement efforts while setting and maintaining high-quality standards for the involvement and stewardship of volunteers in the development program.

### **Alumni Engagement**

The Director of Advancement will

- oversee the creation and implementation of a robust alumni engagement program that builds a community of invested alumni who are actively engaged with and philanthropic towards Brooklyn Friends School;
- oversee alumni outreach, programs, and fundraising efforts to ensure that relationships with alumni are established, maintained, and enhanced;
- oversee the design and execution of alumni programming to engage with alumni, alumni colleagues, and alumni families to include trips, alumni gatherings, and other special events;
- while stewarding existing alumni relationships, identify and engage new alumni to increase involvement with the school;
- cultivate and build alumni volunteer opportunities throughout the school community;
- work with the Director of College Counseling and other members of the Upper School leadership team to effectively build an engaged young alumni community beginning with the Upper School student relationship; and
- collaborate with other leadership team members throughout the school to identify engagement opportunities for alumni, including but not limited to, athletic events and guest speakers.

### **Community Engagement**

The Director of Advancement will

- through collaboration and partnership with other school leaders, build and cultivate relationships with key stakeholders of Brooklyn Friends School to further their invested commitment in the life of the school community;
- in partnership with the Assistant Director of Communications and Community Engagement, identify opportunities for programming with key stakeholders to ensure all community members are connected to the school;
- in partnership with the Director of Enrollment, identify opportunities in which members of the community can support enrollment and retention efforts of the school;
- work with the Director of Diversity, Equity, and Belonging on opportunities for points of learning and community engagement events for families; and
- work with the Academic Leadership team to identify opportunities for collaboration for furthering engagement with families.

## **LEADERSHIP**

### **Crissy Cáceres Head of School**

Crissy Cáceres, a 27-year veteran in independent education, is in her fifth year as the proud head of Brooklyn Friends School. Currently, she serves as a Trustee for the National Association of Independent Schools (NAIS) Board. She also sits on the Board of the New York State Association of Independent Schools (NYSAIS), Leadership + Design, and the Caedmon School and is a commissioner on the New York State Association Commission on Accreditation. She was a long-time member of Call to Action, an NAIS think-tank devoted to social justice efforts nationwide, and she is currently on her 17<sup>th</sup> year as a faculty member at the NAIS Diversity Leadership Institute.

Prior to joining the Brooklyn Friends School community, Crissy served in several leadership positions within the independent school landscape. She was the Assistant Head of School for Equity and Social Impact at Georgetown Day School (D.C.), and before that she served as Head of Lower School at Abington Friends School (PA). She also held the Assistant Head of Lower School position at Episcopal Academy (PA) where she began her independent school teaching career. Crissy is committed to utilizing her voice within collaborative settings centered on creating socially just and healthy experiences for schools.

Crissy has served as a Middle States Accreditation Commissioner, co-chaired the People of Color Conference in Philadelphia, served on various leadership associations, and has partnered with schools and organizations nation-wide as a consultant, presenter, and facilitator on various topics. Some topics include Conflict and Change Management, Governance, and Strategic Frameworks. A graduate of Wellesley College, Crissy then earned her master's degree in educational policy and leadership from the University of Pennsylvania. At her core, she embraces the values of a love-based, joyful, and inclusive education for all.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Brooklyn Friends School seeks a Director of Advancement with

- a commitment to the mission of Brooklyn Friends School—to inspire all members of the Brooklyn Friends School community to voice their convictions, to discover and pursue their passions, and to seek truth;
- a strong personal interest in and commitment to issues of equity, inclusion, and social justice as core values of Brooklyn Friends School;
- experience developing, implementing, and assessing comprehensive multi-year fundraising and alumni engagement plans;
- an ability to initiate, develop, and manage relationships with key stakeholders, trusts, and foundations and influence change;
- strategic fundraising experience and a track record of securing high value funding from individuals, trusts, and foundations;
- capital campaign experience;
- experience working on varied major fundraising initiatives as well as a history of delivering ambitious fundraising targets;
- excellent leadership abilities including interpersonal and collaborative skills, speaking and writing skills, strong listening skills, organizational skills, and an ability to follow through;
- a credible, engaging, and inspiring approach to communication and an ability to genuinely infuse core human values and a social justice-driven framework in one's work;
- a commitment to continued learning and upholding the school's values within one's lived personal and professional experiences;

- comfort with and a desire to learn more about Quaker values and decision-making practices;
- experience working within and influencing the growth of a high performing team;
- an ability to present governance level data and fundraising-relevant facts to the Board of Trustees;
- knowledge of research, data acquisition and analysis, and successful implementation of strategies currently shaping effective and emboldened fundraising efforts in PreK-12, colleges and universities, non-profits, and other entities;
- adept and efficient decision-making skills and an ability to seek broad input with transparency and collaboration;
- program development and development project management experience from conception to delivery of ideas; and
- an ability to work independently as well as collaboratively, flexibly, and thoughtfully in a fast-paced and ambitious environment.

A bachelor's degree or an equivalent combination of education and experience and at least eight years of experience building and growing multi-year strategic advancement programs in an independent school or higher education environment is preferred. Brooklyn Friends School will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the school, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

#### **SALARY AND BENEFITS**

The salary range for this position is \$180,000 to \$233,800 annually. Brooklyn Friends School provides a comprehensive benefits package.

#### **LOCATION**

This position is in the Brooklyn borough of New York City.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Brooklyn Friends School 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: [Director of Advancement, Brooklyn Friends School.](#)

To nominate a candidate, please contact Patrick Key, [patrickkey@aspenleadershipgroup.com.](mailto:patrickkey@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*