



MAJOR GIFTS OFFICER

PRATT INSTITUTE

HYBRID LOCATION (NEW YORK, NEW JERSEY, CONNECTICUT)

The Pratt Institute logo is the word 'Pratt' in a large, bold, yellow, sans-serif font.

The Aspen Leadership Group is proud to partner with Pratt Institute in the search for a Major Gifts Officer.

The Major Gifts Officer will manage a portfolio of 120 to 150 major gift prospects and work collaboratively within Institutional Advancement and across Pratt faculty, staff, and the Board of Trustees to secure gifts that advance the strategic goals of the Institute. The Major Gifts Officer will monitor prospect contacts to ensure positive and purposeful prospect and donor relations while recommending and assisting with the building and maintaining of relationships across campus.

Pratt Institute is a top-ranked college with opportunities in art, design, architecture, liberal arts and sciences, and information studies that provides the creative leaders of tomorrow the knowledge and experience to make a better world. What began as a radical experiment to expand access to creative careers is now a community of 5,137 undergraduate and graduate students working across 48 programs with 1,200 dedicated faculty. The Institute's impact expands beyond its 25-acre residential campus in Brooklyn to cutting-edge facilities throughout the borough, a landmark building and public gallery in Manhattan, as well as an extension campus, PrattMWP College of Art and Design in Utica, New York. Since its founding in 1887, Pratt has prioritized diversity and inclusion—welcoming students from all walks of life while developing and sustaining pathways to more equitable workplaces and careers. Pratt provides a collaborative, interdisciplinary research and inquiry-based education that prepares students for success in creative fields and professional practice, with the goal of contributing to a fairer and more sustainable world. With a long-held commitment to the communities of New York, Pratt partners locally through the Pratt Center for Community Development to work for a more just city. The Institute also offers a variety of programs for local pre-college and continuing education students in the Center for Art, Design, and Community Engagement K-12 and the School of Continuing and Professional Studies. The value of a Pratt education is evident in its graduates' diverse and thriving careers, where their designs, art, work, and environments have reimaged our world. In over 75 countries across the globe, Pratt's 61,000 alumni are advancing the creative economy and making a positive impact.

The mission of Pratt Institute is to educate artists and creative professionals to be responsible contributors to society. Pratt seeks to instill aesthetic judgment, professional knowledge, collaborative skills, and technical expertise in all graduates. A Pratt education is firmly grounded in the liberal arts and sciences, and blends theory with creative application in preparing graduates to become leaders in their professions.

The Bachelor of Architecture program has been ranked in the top fifteen programs in the nation consistently since 2000 by *Architectural Record*. The Institute is ranked among the top 60 schools in the world to study design by *Bloomberg BusinessWeek* and a survey by *Business Insider* named Pratt as the sixth best school for design in the world.

REPORTING RELATIONSHIPS

The Major Gifts Officer will report to the Associate Vice President for Institutional Advancement, Jessica Tallman.

FROM THE VICE PRESIDENT

I want to express our gratitude for your interest in joining Pratt as our next Major Gifts Officer. Your ambition, dedication to philanthropy, and desire for a new career step align well with our institution's values and mission.

At Pratt, we take pride in our 135-year history of welcoming individuals for who they are and fostering a workplace culture committed to diversity, equity, and inclusion. We believe your energy and experience would be a valuable addition to our Institutional Advancement Team as we continue our comprehensive campaign and work towards creating a positive impact on our planet through arts, design, architecture, and information education.

With more than 60,000 alumni globally and 5,000 current students actively creating and beautifying our world, Pratt has a rich legacy of excellence in higher education. Importantly, Pratt Institute is ranked #6 out of 240 U.S. and international art and design colleges in the QS World University Rankings by Subject 2023, moving up from #7 last year. We are excited to learn more about your experience and interest in Pratt and look forward to connecting with you to exchange ideas and information.

Thank you again for considering a career at Pratt. We are eager to explore how your skillset and passion can contribute to our next chapter of success.

—Daphne Halpern, Vice President for Institutional Advancement

PRATT INSTITUTE'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

At Pratt Institute, diversity is represented by a mosaic of individuals from a variety of races, ethnicities, religions, gender expressions, sexualities, geographic backgrounds, cultures, ages, abilities, and socioeconomic groups. As a leading college of art and design devoted to a creative learning community, Pratt recognizes the strength that stems from a diversity of perspectives, values, ideas, backgrounds, styles, approaches, experiences, and beliefs.

Pratt Institute aspires to be a campus that welcomes and encourages individuals of all backgrounds to contribute to its culture as their authentic selves. Pratt's [Office of Diversity, Equity and Inclusion](#) and [Center for Equity and Inclusion](#) work with partners across the Institute to create an equitable and inclusive environment. The Institute defines equity as fair treatment, access, opportunity, and advancement for every student, staff, and faculty member while defining inclusion as the active involvement, engagement, and empowerment of each individual in its community.

PRIMARY RESPONSIBILITIES

The Major Gifts Officer will

- complete a minimum of 120 qualified contacts per year;
- participate in all aspects of the gift cycle, working both with prospect management and independently to initiate contacts with potential donors;
- develop appropriate cultivation and solicitation strategies to move prospects in an appropriate and timely fashion toward solicitation and closure;
- work closely with Institutional Advancement staff to ensure coordination among programs and initiatives across campus;
- record and document all personal prospect contacts and outcomes in the Raiser's Edge database;
- actively participate in prospect review meetings and in the identification of major gifts prospects;
- assist with the preparation of briefing materials and strategies for the President, Vice President, and Associate Vice President;
- participate in on-going professional development activities to maintain and enhance skills and abilities in fundraising;
- manage sensitive information and adhere to confidentiality policies regarding privacy of database information;
- conduct work in a manner that is ethical and sensitive to the needs of donors, development staff members, and Pratt Institute; and
- travel locally, domestically, and potentially internationally for fundraising purposes.

LEADERSHIP

Daphne Halpern

Vice President for Institutional Advancement

Pratt Institute named Daphne Halpern, a highly accomplished nonprofit leader with nearly 30 years of experience in fundraising and executive management, as its Vice President for Institutional Advancement on February 4, 2019.

Halpern came to Pratt from CCS Fundraising, a strategic consulting firm that partners with nonprofits to advance their philanthropic missions. As a Senior Executive with CCS, Halpern completed key engagements and successfully led client work at well-known institutions including Hunter College, Weill Cornell Medicine, Asia Society, IEEE Foundation, New York Philharmonic, and Carnegie Endowment for International Peace. In these roles she focused on strategies that resulted in increased engagement and transformational gifts, as she partnered with CEOs, boards, administrative and academic leaders, staff, alumni, parents, and volunteers. Prior to CCS, Halpern began her career as Director of Development in the Memorial Health System (California) and was a key member of the Meridian Health System and the St. Barnabas Health Care Foundations (New Jersey) leadership teams.

As Vice President for Institutional Advancement, Halpern is responsible for creating and implementing a strategic advancement program designed to increase Pratt's profile and philanthropic support. She leads development efforts to enhance financial support for the Institute that include endowment, scholarship funds, revenue, and transformational gifts.

In addition to Halpern's professional experience, she graduated from the University of Hartford, where she earned a bachelor's degree in organizational communication and English literature. She has served on several boards of educational and nonprofit organizations. Additionally, she is a Fellow, Associate of Healthcare Philanthropy (FAHP), and a Certified Fund Raising Executive (CFRE).

Jessica Tallman

Associate Vice President for Institutional Advancement

Jessica Tallman has spent nearly fifteen years at Pratt as a key nonprofit executive and fundraiser. Her highly detailed and generous work in building long-term, strong relationships with Pratt donors and partners has propelled a number of key initiatives in recent years, including cultivating relationships with influential alumni internationally and the Institute's focus on attracting and retaining a more diverse student body through generous scholarship support. A longtime advocate for representation, Tallman served as one of the Institute's first Diversity Search Advocates on the School of Art Dean Search and she is the co-staff lead to the Diversity, Equity, and Inclusion Committee of the Board of Trustees. Internally, Tallman's attention to detail and deft management style have benefitted the Institute as well, with employee retention rates in the units she manages far surpassing the national average. The Advancement Team within IA, led by Tallman, is a team of eleven, including the Administrative Assistant for Advancement, Development Events team, Major Gifts, and Leadership Giving fundraisers. Tallman also serves as the Institutional Advancement liaison to the School of Design and partners on Institutional Advancement comprehensive campaign strategies.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Pratt Institute seeks a Major Gifts Officer with

- a commitment to the mission of Pratt Institute—to provide a rigorous, student-centered education that emphasizes risk-taking and exploration, graduating diverse artists and professionals who use their expertise with insight, enriching culture and the world;
- excellent writing, organizational, interpersonal, and decision making skills;
- experience developing strategies for prospects with excellent follow through;
- an ability to see and understand the fundraising goals and objectives of Pratt, and to integrate major gifts within those goals and objectives;
- an ability to think strategically and successfully negotiate with individuals and groups, both internally and externally;
- an ability to balance competing priorities, complex gift scenarios, and tight deadlines, coordinating with the Director of Planned Giving where appropriate for blended gifts;
- an ability to work independently and as part of a team, managing multiple complex tasks simultaneously;
- an understanding of moves management strategies and techniques;
- a deadline-driven approach with a high level of attention to detail;
- experience with fundraising databases, preferably Raiser's Edge;
- an ability to build and maintain strong relationships with diverse staff while demonstrating intercultural competence;
- an understanding of the important role of diversity, equity, and inclusion in institutional advancement;
- an ability to work independently, complete priority projects under deadline, and make carefully considered decisions with limited supervision; and
- an ability to communicate with fluency and tact—in person and in writing across platforms, with internal and external stakeholders at all levels.

Pratt Institute will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least five years of major gift fundraising experience within higher education is preferred.

SALARY AND BENEFITS

The salary for this position is \$100,000 annually. Pratt Institute offers a comprehensive [package of benefits](#).

LOCATION

Pratt Institute is in the Brooklyn Borough of New York City. The Institute works under a hybrid model. The Major Gifts Officer is expected to be on campus once a week as well as for special events and additional meetings as necessary. The Major Gifts Officer also will be required to travel as part of their core work. Preference will be given to candidates living in the tri-state area, New York, New Jersey, and Connecticut.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Pratt Institute as well as the responsibilities and qualifications presented in the prospectus.*** Preference will be given to applications received by June 6, 2023.

To apply for this position, visit: [Major Gifts Officer, Pratt Institute](#).

To nominate a candidate, please contact Eric Rosario, ericrosario@aspenleadershipgroup.com.

All inquiries will be held in confidence.