



**DIRECTOR OF ANNUAL GIVING AND ALUMNI ENGAGEMENT**  
**UNIVERSITY OF MAINE SCHOOL OF LAW**  
**PORTLAND, MAINE**



Aspen Leadership Group is proud to partner with University of Maine School of Law and University of Maine School of Law Foundation in the search for a Director of Annual Giving and Alumni Engagement.

The Director of Annual Giving and Alumni Engagement will develop, market, and manage targeted campaigns for the Annual Fund. The Director will lead the implementation of new campaigns and fund strategies for Annual Giving initiatives including assisting with the design, implementation, and ongoing management of specialized campaigns that include, but are not limited to, *Days of Giving*, student campaigns, and Maine Law specific funds.

By design, University of Maine School of Law is, and always has been, one of the smallest law schools in the country. With an excellent student to faculty ratio, Maine Law takes pride in providing the personal attention that few law schools can match, a focus on hands-on learning, and a world-class faculty.

Maine Law's mission is to advance justice and leadership in a changing world. It provides an exceptional, inclusive, and student-centered legal education and serves the local and global communities through teaching, scholarship, and public service. Maine Law pursues its mission through the implementation of its values by an engaged faculty and staff who encourage the advancement of justice for all members of society, promote a system of just laws, and provide students with the knowledge, ethical framework, and skills needed for a career in the law.

Maine Law benefits from the robust collaboration with other graduate programs within the university through the Graduate and Professional Center. Maine Law's new home in the beautiful coastal city of Portland, Maine, is in the heart of Portland's Old Port, at 300 Fore Street, just two hours from Boston. The new location, in the newly renovated Maine Center, is within walking distance of many law firms and both the Federal and State courts. Six floors, many with views of Portland Harbor, provide multiple classrooms, conference, and innovation spaces, as well as student study spaces that include individualized focus study spaces and multiple seminar-style classrooms all equipped with modern technology. The Cumberland Legal Aid Clinic, which houses the General Practice Clinic, Youth Justice Clinic, the Prisoner Assistance Clinic, and the Refugee and Human Rights Clinic, are co-located on the third floor of the Maine Center. University of Maine's Graduate School of Business and University of Southern Maine's Muskie School of Public Service are also part of the coalition that forms the Maine Center, providing rich cross-disciplinary opportunities in business and policy for Maine Law students.

The three-year curriculum at University of Maine School of Law is intensive and challenging, offering courses in subjects as diverse as international business transactions and environmental law, as well as traditional core courses. The purpose of the curriculum is to give students a solid foundation in legal analysis and practical lawyering skills that will serve them well in any field they choose to pursue.

Maine Law faculty place teaching as their priority. Superb faculty mentoring and out-of-class contributions to student educational and professional development are as much a part of the curriculum as the actual classes themselves. Members of Maine Law faculty participate in nationally and internationally recognized scholarship. Law faculty also act as consultants to the federal courts, to Maine’s Supreme Judicial Court, to the Governor, and various legislative committees, and to the national and state bar associations.

University of Maine School of Law works closely with its partner—the University of Maine School of Law Foundation Board to fulfill its educational and professional mission. It is the mission of the University of Maine School of Law Foundation to raise, manage, and distribute funds for the support and improvement of Maine Law and the education that it provides. The Foundation was established in 2001 and is responsible for the building of an endowment and in addressing long-term academic and financial priorities at the Law School.

### **REPORTING RELATIONSHIPS**

The Director of Annual Giving and Alumni Engagement will report to the Chief Development Officer.

### **FROM DEAN SAUFLEY**

*Maine Law has been through a remarkable recent transformation—a new building and cross-disciplinary collaboration through the Maine Center in the heart of Portland, a talented, diverse group of students from across the state and country, a renewed connection with the Maine legal community, and solid support from Maine’s Governor, Legislature, Board of Trustees, and University Chancellor, Dan Malloy. Building on that enthusiasm, it is time for Maine Law to create a lasting and successful development program to usher the institution forward. Maine alumni are re-engaging with the Law School and are ready to invest in its future. We are seeking a Director of Annual Giving and Alumni Engagement who will partner with our new Chief Development Officer to build upon Maine Law’s culture of giving and a tradition of close connections and support for the critical resources provided through Maine’s only law school.*

– Leigh I. Saufley, President and Dean, University of Maine School of Law

### **UNIVERSITY OF MAINE SCHOOL OF LAW’S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

University of Maine School of Law is a diverse community inclusive of all races, ethnicities, national origins, gender identities, sexual orientations, ages, disabilities, classes, and religions. Maine Law is committed to equity in legal education and the legal profession. Its 2023 first year class of 90 students is comprised of 19% first-generation students, 54% women, 18% racially diverse, and ages 20-56 (average age 26).

University of Maine School of Law is committed to equity in legal education and the legal profession. University of Maine School of Law’s definition of diversity is inclusive of, but is not limited to race, ethnicity, gender expression, sexual orientation, transgender status, socioeconomic status, religion, national origin, citizenship status, age, disability, genetic information, and veteran status. Maine Law also recognizes the positive value that increasing diversity brings to the school by creating a community with wide-ranging experiences and viewpoints that benefit everyone. It further affirms the myriad contributions people of color and other diverse groups have made to Maine Law in all areas, including academics, leadership, and a commitment to social justice.

Consistent with its mission of legal education, all members of the Maine Law community are expected to be self-reflective on the inequities that exist within the legal system and their role in eradicating injustices in the legal system. Maine Law commits to listening to and supporting those members of the community who suffer at the hands of unjust systems. It commits to identifying the oppression that permeates the law and the justice system, to examining methods for dismantling it, and taking accountable action to make a measurable difference. Maine Law reaffirms the commitment of its faculty, staff, and students to this work.

University of Maine School of Law therefore actively commits to being an inclusive and antiracist community by supporting the expression of ideas. It advocates for the adoption of laws and policies that reduce racial and other inequities in society.

## **PRIMARY RESPONSIBILITIES**

### **Design and Management**

The Director of Annual Giving and Alumni Engagement will

- use the theories, principles, and practices of fundraising for higher education and plan the direction for long- and short-range goals for solicitation and communication strategies;
- focus on increasing the number of Annual Fund donors, their level of financial commitment, and their continued support of Maine Law's fundraising mission and strategic priorities;
- design, implement, and evaluate a comprehensive program for annual gifts; and
- work with current programs and establish new programs and objectives to significantly increase alumni and donor annual giving in both funds raised and participation.

### **Implementation and Engagement**

The Director of Annual Giving and Alumni Engagement will

- work with Student Affairs to implement a program to connect current Maine Law students to alumni;
- solicit and identify alumni to participate in the current student program;
- maintain contact with identified alumni for engagement with the student program; and
- plan and orchestrate various alumni gatherings in coordination with the Dean's office.

### **Planning and Strategy**

The Director of Annual Giving and Alumni Engagement will

- determine annual giving goals and build strategic and tactical plans for achieving these goals, utilizing the resources available through development services and donor relations;
- focus on effective communication and solicitation activities within specific market segments identified as having potential for the greatest growth; and
- build strategies for moving donors to higher giving levels, including a variety of personal solicitations, telephone and electronic appeals, and multi-approach direct mail.

### **Marketing and Communications**

The Director of Annual Giving and Alumni Engagement will

- direct and expand successful annual giving program by using direct mail, electronic solicitation, possible phone-a-thon, social media, and personal solicitation initiatives;
- formulate and execute a communications program supporting annual giving;
- organize and implement all plans for the successful attainment of the Annual Fund goal on a fiscal year basis including the development, production, and distribution of all marketing materials necessary to achieve desired gift results; and

- create and present new ideas for marketing the various Annual Fund programs including the personal advantages of gifting to Maine Law and the impact of gifts on students, faculty, and the future plans of the Law School.

### **Data Analysis**

The Director of Annual Giving and Alumni Engagement will

- analyze Annual Fund results and plan the fund's next steps through monthly report data throughout the plan year;
- provide accurate data and information on the organization's database; and
- create a variety of fund reports, annual reports, and various other reports.

## **LEADERSHIP**

### **Leigh I. Saufley**

#### **President and Dean, University of Maine School of Law**

Leigh I. Saufley is the President and Dean of University of Maine School of Law. Prior to her current role, she served as Chief Justice of the Maine Supreme Judicial Court from December of 2001 through April 2020. After graduating Phi Beta Kappa from the University of Maine in 1976, and from the University of Maine School of Law in 1980, she practiced in a small law firm in Ellsworth, Maine, worked briefly in the U.S. Veterans Administration Counsel's Office, and later held leadership positions in the Office of the Attorney General of Maine.

### **Peter Mills '73**

#### **President, University of Maine School of Law Foundation**

After graduating from Harvard University in 1965, Peter Mills served five years on Navy destroyers during Vietnam. Since graduating from University of Maine School of Law in 1973, he has practiced law in Portland and Skowhegan and has on many occasions represented design professionals in construction claims. Beginning in 1994, Mills served 16 years in the Maine Legislature and has written extensively on tax, education, and health policy. He ran twice for Governor in the Republican primaries of 2006 and 2010. Mills has served as Executive Director of the Maine Turnpike Authority since March 2011.

### **Chief Development Officer**

The Law School is currently partnering with Aspen Leadership Group to recruit a dynamic, highly competent Chief Development Officer, to whom the Director of Annual Giving will report as part of a three-person Advancement team, which includes an incumbent departmental Advancement & Events Coordinator.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Reporting to the Chief Development Officer as part of a three-person Advancement team, University of Maine School of Law Foundation seeks a Director of Annual Giving and Alumni Engagement with

- a commitment to justice and the mission of University of Maine School of Law—to provide an accessible and affordable student-focused program of legal education and achievement of the highest standards of ethical behavior;
- an ability to manage a donor portfolio and increase both the breadth of the portfolio and the level of giving of current donors;
- an ability to present donor programs in a manner that motivates donor prospects to become donors and inspires current donors to increase their level of funding;
- an ability to plan and develop fundraising programs that inspire donors and engage alumni;

- an ability to prepare and present motivational, informational, and successful presentations to various organizations and individuals;
- an ability to market donor and alumni programs across platforms including direct mail, electronic solicitation, phone-a-thon, social media, and personal solicitation;
- excellent communication skills across platforms and an ability to interact with people of various constituent groups, including volunteers, individually and in groups;
- excellent writing and composition skills;
- a customer service approach and an ability to work collaboratively both within the department and with multiple individuals across departments;
- creativity, attention to detail, and an ability to work independently;
- an ability to handle sensitive and confidential information with discretion; and
- working knowledge of Microsoft Office products including Word, Excel, Power Point, and Outlook as well as social media, networking, and web research skills (Abila and Anthology preferred), and an ability to adapt to emerging trends in technology.

University of Maine School of Law Foundation will consider candidates with a broad range of backgrounds. A bachelor's degree or an equivalent combination of education and experience and at least three years of fundraising experience, including a history of successful annual giving solicitations in the nonprofit or higher education sector, is preferred.

#### **SALARY AND BENEFITS**

The salary range for this position is \$75,000 to \$90,000 annually. The University of Maine System offers a [comprehensive package of benefits](#).

#### **LOCATION**

University of Maine School of Law is in Portland, Maine. Maine Center is located one block from the working waterfront in the heart of the historic Old Port in Portland. The city is consistently selected for inclusion on top ten lists and has been cited as one of the best places in the U.S. to raise children, live, work, and dine. Portland is a favorite of *The Washington Post* and *The New York Times* food reporters. With over 60,000 residents in the city proper (and closer to 520,000 in the Metropolitan Statistical Area), the city boasts a thriving music and art community, exceptional restaurants and breweries, and minor league baseball, basketball, and hockey. For those interested in outdoor activities—surfing, swimming, boating, hiking, fishing, island-hopping, mountain climbing, and skiing are nearby. Portland is also home to a vibrant and growing multicultural population. In Portland's public schools, more than 60 languages are spoken.

#### **APPLICATION INSTRUCTIONS**

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of University of Maine School of Law as well as the responsibilities and qualifications stated in the prospectus.*** Review of applications will begin immediately and will continue until the successful candidate has been selected. All inquiries will be held in confidence.

To apply for this position, visit: [Director of Annual Giving and Alumni Engagement, University of Maine School of Law Foundation](#).

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