



EXECUTIVE DIRECTOR OF PLANNED GIVING AND PHILANTHROPIC STRATEGIES  
[BROWN UNIVERSITY](#)  
PROVIDENCE, RHODE ISLAND



BROWN

Aspen Leadership Group is proud to partner with Brown University in the search for an Executive Director of Planned Giving and Philanthropic Strategies.

The Executive Director of Planned Giving and Philanthropic Strategies will work with individuals, families, and their advisors to craft cohesive, cost-effective giving strategies that include outright and deferred gifts, while leveraging donor-advised funds, testamentary charitable trusts, lead trusts, and other split-interest gifts using non-cash and complex assets. The Executive Director will collaborate with Advancement colleagues on prospect strategies and provide expertise for planned giving and other complex fundraising activities. The Executive Director will oversee trust and estate settlement for realized bequests and work with executors, personal representatives, and the General Counsel to ensure timely and smooth receipt of estate provisions designated for Brown. The Executive Director will oversee aggressive and systematic solicitation, in partnership with Advancement fundraising colleagues, of all types of planned gifts from Brown alumni, parents, and friends, encompassing the identification, cultivation, and solicitation of prospects for estate provisions, beneficiary designations, charitable remainder trusts, gift annuities, pooled income funds, donor-advised funds, lead trusts, and other complex and non-cash assets. To secure and maintain new and existing planned gifts, the Executive Director will lead a comprehensive marketing and stewardship program along with regular internal training and other strategic initiatives to increase the University's pipeline of current and deferred gifts.

Brown University is a leading research university distinct for its student-centered learning and deep sense of purpose. Its students, faculty, and staff are driven by the idea that their work will have an impact on the world. Founded in 1764, Brown is home to world-renowned faculty and an innovative educational institution where the curiosity, creativity, and intellectual joy of students drive academic excellence. Brown is a place where rigorous scholarship, complex problem-solving, and service to the public good are defined by intense collaboration, intellectual discovery, and working in ways that transcend traditional boundaries. Providence, Rhode Island—Brown's home for more than two and a half centuries—is a vibrant place to live, work, and study, a stimulating hub for innovation, and a city rich in cultural diversity.

Brown students and faculty are tackling the nation's opioid crisis. Planning the next Mars landing site. Uncovering the locations of ancient civilizations. Advising world leaders on new political models. Exploring new frontiers in multimedia arts. In each of its intellectual endeavors, its scholars and researchers are uncommonly driven by the belief that their work must—and will—have an impact on their communities, society, and the world. Brown is a learning community grounded in a commitment to respect for the diversity of viewpoints that is fundamentally essential to intellectual discovery. It encourages the right of all individuals to express ideas and perspectives—and it embraces the value of vigorous debate in pursuit of knowledge.

Brown's academic excellence is rooted in a student-centered model of learning. Its [Open Curriculum](#) is a flexible but rigorous approach to education that pushes students to be creative thinkers, intellectual risk-takers, and entrepreneurial problem-solvers. Brown undergraduates enjoy the freedom to study what they choose and the flexibility to discover what they love. Students leave Brown prepared to thrive as independent, innovative leaders, no matter what path they choose. Brown's graduate and professional programs offer intensive learning and research experiences that respect and develop each scholar's interests and ideas within their intended specialty—equipping them with the tools they need to become the next generation of leaders in their fields.

Brown brings people together in creative, unexpected ways. By transcending boundaries between fields of study, scholars are better equipped to create opportunities, address challenges, and explore areas of inquiry ripe for discovery. This intensely collaborative culture infuses all of the University's endeavors.

### **REPORTING RELATIONSHIPS**

The Executive Director of Planned Giving and Philanthropic Strategies will report to the Vice President of Individual Giving and Academic Initiatives, Lisa Donham, with a dotted line reporting relationship to the Vice President of Advancement Services and Development Support, Jeanne Pecha. The Executive Director will supervise a team of four and provide extensive operational management and oversight in partnership with the Investment Office, the Controller's Office, and General Counsel. This oversight involves significant complexity and includes the administration and management of the University's donor-advised fund and the administration, investment management, and tax reporting of the University's split-interest gift program, consisting of charitable remainder trusts, gift annuities, and pooled income funds.

### **FROM THE SENIOR VICE PRESIDENT FOR ADVANCEMENT**

*Brown University is an institution on the move. Under the seasoned leadership of President Christina Paxson, Brown both honors its 260-year history and continually challenges itself to innovate in teaching and scholarship in order to provide solutions to critical and complex problems. Known for the distinctive undergraduate Open Curriculum which allows students to be the architects of their own learning, we produce alumni who are deeply intellectual creative problem-solvers and who bring the spirit of their Brown education to all their future endeavors.*

*Brown's resources and reputation allow us to attract some of the best faculty in the world to our beautiful Providence, Rhode Island campus. Over the next five years, President Paxson and Provost Frank Doyle have committed to doubling Brown's research enterprise and developing new research spaces and opportunities in partnership with city leaders. Deeply connected to our community, we invest heavily in Providence and its citizens, not just as a leading employer but also as a partner in its school system and other key organizations. Brown makes decisions based on its values: community, diversity, and making positive impacts both locally and globally.*

*Our excellence is supported by our devoted alumni. We are currently in the final phase of the [BrownTogether Campaign](#), a \$3B effort that reached its goal 2.5 years early and therefore increased the goal to \$4B. When I came to Brown in 2017, I challenged Brown Advancement to take its performance to the next level. In the past six years, we have become a \$400M+ per year fundraising organization. We are now seeking an Executive Director of Planned Giving and Philanthropic Strategies who will expand upon our sophisticated platform of planned giving vehicles in close collaboration with our dynamic fundraising team and our highly engaged alumni.*

*Why Brown Advancement? We are a sophisticated, data-driven organization of more than 240 employees who operate from our shared values of customer service, high performance, ethics and integrity, and diversity and inclusion. Highly valued by the University's senior leadership for our contributions, we enjoy genuine collaboration and the flexibility of our hybrid schedule. Our next Executive Director of Planned Giving and Philanthropic Strategies will join a great team and will have the opportunity to build an industry-leading planned giving program. We look for leaders with strong strategic thinking skills, ambition, and an equally strong sense of community and service. If that sounds like you, I hope you will consider applying or reaching out for a conversation.*

— Sergio Gonzalez, Senior Vice President for Advancement

## **BROWN UNIVERSITY'S COMMITMENT TO DIVERSITY, EQUITY, INCLUSION, AND BELONGING**

Both diversity and inclusion are central to Brown's mission of creating knowledge and preparing students to serve the community, the nation, and the world. Its commitment to diversity, which is highlighted in Brown's strategic plan, [\*Building on Distinction\*](#), means attracting exceptionally talented faculty, students, and staff with the breadth of backgrounds and experiences critical to fostering a vibrant intellectual community. Its commitment to inclusion means sustaining a campus culture in which each individual's humanity and dignity are acknowledged and accorded the full respect of the entire University community, and in which each individual's equal standing as a member of that community is assured.

Institutions of higher education, including Brown, have more work to do to fully include people from historically underrepresented backgrounds. To confront this reality and its enduring legacies, Brown has committed to transforming the policies, structures, and practices that have led to the exclusion—rather than the meaningful inclusion—of members of the community. The [\*Diversity and Inclusion: An Action Plan\*](#) was developed through an engagement process involving broad campus-wide discussion and input and outlines a set of concrete, achievable actions to make Brown a more fully diverse and inclusive community. Brown is committed to achieving both diversity and inclusion, establishing that both are integral to the highest and most rigorous academic standards. An institution must be inclusive to ensure that diversity becomes a valued asset that promotes the advancement of knowledge, learning, and development, and a sense of belonging for all who live, work, and study at the University.

## **PRIMARY RESPONSIBILITIES**

### **Cultivation and Solicitation**

The Executive Director of Planned Giving and Philanthropic Strategies will

- provide gift-planning expertise to all areas of development, including but not limited to the evaluation and negotiation of complex and unique gift scenarios, including specific strategies for principal gifts (\$5 million+) and the evaluation and negotiation of gifts of real estate and art;
- serve as a planned-giving resource for reunion classes (25<sup>th</sup> through 65<sup>th</sup>);
- provide basic and in-service training to planned giving staff and to development colleagues on the essential elements of planned giving and related topics of interest concerning legislative, legal, and tax developments, and trends in charitable giving and tax planning; and
- manage various other initiatives and volunteer management including the Emeriti Planned Giving Task Force, and service on the Campus Collections Committee.

### **Planned Giving Administration, and Management**

The Executive Director of Planned Giving and Philanthropic Strategies will

- provide day-to-day administration of more than \$60 million in assets under management consisting of charitable remainder trusts, charitable gift annuities, and pooled income funds (exclusive of the University's donor-advised fund program);
- ensure the seamless transfer of assets to establish new gifts as well as the termination of existing gifts, which includes tracking dates of death, retrieving over-payments, and delivering tax reporting to estate representatives;
- coordinate the distribution of timely annual tax reporting between the outside vendor who produces the tax returns and the Controller's office;
- distribute annual reports and quarterly statements to trust and pooled income fund donors and income beneficiaries; and
- oversee the team handling gift processing and acknowledgments for new planned gifts and additions, which involves significant interaction with gift accounting, the Controller's Office, and the outside vendor.

### **Comprehensive Marketing and Stewardship**

The Executive Director of Planned Giving and Philanthropic Strategies will

- oversee a comprehensive and strategic marketing program that includes web, digital, and print communications in partnership with outside vendors and employs the division's marketing and communications team to design additional bespoke pieces;
- oversee marketing, communications, and stewardship in partnership with an outside vendor and employ the division's marketing and communications team to design bespoke marketing pieces that identify and produce compelling donor stories in conjunction with information about tax-efficient and effective giving strategies and structures as well as an operational plan to ensure active follow-up from the marketing leads with metrics for converting proposals to closed gifts; and
- provide stewardship opportunities that engage College Hill Society members regardless of geographic location including an annual luncheon over Reunion/Commencement weekend, an annual printed impact report, quarterly letters to income beneficiaries, and virtual events, showcasing Brown initiatives, highlighting current priorities, and emphasizing the University's commitment to diversity, equity, inclusion, and belonging.

### **Trust and Estate Management**

The Executive Director of Planned Giving and Philanthropic Strategies will

- oversee over 70 individual estates, with the goal of increasing this number significantly in future years;
- provide regular and active coordination between personal representatives, executors, financial institutions, the Office of General Counsel, Gift Accounting, the Controller, and the Treasury to ensure funds are received in a timely manner and that the University receives its intended share;
- raise issues and make recommendations with regard to governing trust and estate principles in support of the General Counsel;
- oversee the facilitation of revenue from 20 different income-producing perpetual trusts including seamless gift processing, statement reconciliation, and verification of the use of funds, and ensure that Brown receives its full share in a timely manner;
- partner with the General Counsel and outside counsel to negotiate with advisors and financial institutions on complicated estate settlement issues; and

- manage correspondence, accounting, and statements for over 60 outside-managed trusts to comply with Auditors' requests and ensure Brown receives its appropriate share as trusts terminate.

### **Team Management and Oversight**

The Executive Director of Planned Giving and Philanthropic Strategies will

- oversee the management, professional development, and operating effectiveness of Brown's Planned Giving and Philanthropic Strategies team as an integral part of the development office and Advancement division;
- set the strategic vision for the program to achieve long-term, sustainable growth in consultation with the Vice President of Individual Giving and Academic Initiatives; and
- manage the budget, administration, planning, goal-setting, and operating expenses for the program.

### **Donor Advised Fund Administration and Management**

The Executive Director of Planned Giving and Philanthropic Strategies will

- oversee the administration and reporting of Brown's Donor Advised Funds (DAF) including ensuring compliance with all DAF policies and procedures;
- collaborate closely and interact regularly with the Controller's office to maintain accurate accounting and facilitate distributions;
- develop marketing materials, manage contributions, issue acknowledgments, process contributions, work with the Controller's office to establish new accounts, and manage distributions to Brown and outside charities;
- assess each grant recommendation to ensure the grant complies with IRS restrictions; and
- oversee the coordination with donor relations to produce annual reports that provide account balance details as well as a record of contributions and distributions.

### **Legal and Legislative Developments and Philanthropic Trends**

The Executive Director of Planned Giving and Philanthropic Strategies will

- maintain legal and technical knowledge and competency to gain credibility among donors, advisors, and colleagues; and
- stay current on changes in legislation, tax law, and best practices in charitable gift planning by participating in training, planned giving associations, webinars, and conferences.

## **LEADERSHIP**

### **Sergio Gonzalez**

#### **Senior Vice President for Advancement**

Sergio M. Gonzalez joined Brown University as Senior Vice President for Advancement in 2017. He oversees all advancement areas across the institution, including development, alumni relations, corporate and foundation relations, international advancement, the Brown Sports Foundation, and the Brown Annual Fund, and leads the \$4 billion *BrownTogether* campaign. Before coming to Brown, Gonzalez served as Senior Vice President for University Advancement and External Affairs at the University of Miami from 2001-2017. He was the architect and leader of two successful fundraising campaigns that together raised more than \$3 billion.

Prior to joining the University of Miami, Gonzalez served in multiple roles in Miami-Dade County government, including Chief of Staff for the Miami-Dade County Executive Mayor, Director of the Miami-

Dade County Homeless Trust, and Executive Director of the South Florida 1999 Super Bowl Host Committee.

Gonzalez is Chair of the Board of Trustees for the Council for Advancement and Support of Education (CASE). He serves on the Executive Committee, Audit and Enterprise Risk Management Committee, Finance and Investment Committee and chairs the Leadership and Governance Committee. He also chairs the CASE U.S./Canada Regional Council. Gonzalez also chaired an annual CASE conference for Latin American university presidents and advancement practitioners over a number of years and speaks frequently on the advancement profession to diverse audiences in the U.S. and abroad. He is a Henry Crown Fellow at the Aspen Institute.

### **Lisa Donham**

#### **Vice President of Individual Giving and Academic Initiatives**

As Vice President of Individual Philanthropy and Academic Initiatives, Lisa Donham leads the development teams responsible for Domestic and International fundraising. Key programs include Principal Giving, Parent and Family Giving, the Brown University Sports Foundation, and regionally focused major and leadership giving. She also has oversight for the Academic Initiatives and Corporate and Foundation Relations teams who work closely with academic partners to advance key priorities in support of the University's Building on Distinction strategic plan. She also has responsibility for the joint management of Biomedical Advancement and School of Public Health fundraising and engagement programs.

Donham joined Brown Advancement in 2004 and has assumed roles of steadily increasing responsibility during her tenure. She is recognized for her collaborative approach and for leveraging the strengths of partnerships that span teams.

Donham previously was a principal consultant with American Management Systems specializing in change management and data-driven program solutions for welfare reform and child welfare innovations. She danced professionally with Boston Ballet and Ballet Metropolitan prior to receiving her BA in Public Policy and American Institutions from Brown University.

### **Jeanne M. Pecha**

#### **Vice President of Advancement Services and Development Support**

Jeanne M. Pecha has worked in the nonprofit realm for almost 20 years and is currently the Vice President for Advancement Services and Development Support at Brown University. In this role, Pecha serves as the chief operating officer for the Division of Advancement. Her areas of responsibilities include the oversight of the following teams: talent management, advancement information services, gift accounting, gift compliance, data management, research and prospect management, donor relations and stewardship, special events and direct marketing, budget, human resources, and facilities. Pecha serves as the key liaison between the division and Brown's academic leadership from an operations perspective. Currently, she serves on Blackbaud's Executive Advisory Board and is a member of their Higher Education Product Advisory Group. Pecha has presented at various CASE and APRA conferences.

Prior to her arrival at Brown University, Pecha served as the Associate Vice President of Advancement Services at the University of Miami. There she led the efforts of traditional advancement services teams as well as financial services, business operations, human resources, talent management, gift agreement review and approval, policy, and compliance. Pecha started her career in advancement at the Florida State University Foundation. As Vice President for Advancement Services, she strategically coordinated and guided the advancement support functions of the FSU Alumni Association, Seminole Boosters, Ringling Museum, and FSU Foundation toward the successful implementation of comprehensive university-wide advancement initiatives.

Pecha has more than 35 years of experience with technology-based solutions in government, academia, and corporate sectors. She is an FSU alumna with a bachelor's degree in chemistry. Her career has been spent divided between the sciences, education, and technology.

### **PREFERRED COMPETENCIES AND QUALIFICATIONS**

Brown University seeks an Executive Director of Planned Giving and Philanthropic Strategies with

- a commitment to the mission of Brown University—to serve the community, the nation, and the world by discovering, communicating, and preserving knowledge and understanding;
- knowledge of planned giving, including knowledge of special gift vehicles offered by nonprofits, federal tax considerations concerning planned gifts, and financial considerations involved in administering planned gifts;
- a detail-oriented temperament and an ability to produce accurate high-quality work and manage multiple projects under deadline;
- excellent interpersonal skills and an ability to successfully interact and collaborate with a diverse and varied set of constituents, including donors and alumni, professional tax, legal, and financial advisors, and development staff members, and an ability to maintain a polite, professional, and courteous demeanor while working with these individuals;
- an ability to work with high-level confidential information, such as private donor information and protected University financial data, and sensitivity to the need to maintain the integrity and confidentiality of this information;
- an ability to write persuasive and exploratory letters and other forms of written correspondence;
- comfort in communicating information to individuals and groups in person and across multiple platforms;
- experience managing professional and support staff and an ability to train staff, assign work, and monitor and evaluate progress;
- a commitment to diversity, equity, inclusion, and belonging including an ability to identify and emphasize diverse perspectives in programming, communications, and strategy;
- strong organizational leadership and planning skills and an ability to execute and evaluate strategies that support activities and contribute to the overall goals and objectives of Brown University;
- an ability to inspire, mentor, and motivate team performance, and promote accountability, provide appropriate training, support, and feedback to all fundraising professionals, including early, mid-career, and senior-level gift officers; and
- an ability to identify, recruit, hire, and retain high-performance fundraising staff.

A bachelor's degree and at least 10 years of experience in fundraising, with knowledge and practice of estate planning and tax law as it pertains to charitable giving, and four years of staff management experience are required for this role. Juris Doctor is preferred. Brown University will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Brown University, 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 \$225,000 to \$240,000 annually. Brown University offers a comprehensive [package of benefits](#).

## LOCATION

Brown University is in Providence, Rhode Island. Brown University offers a hybrid schedule, a combination of on-site and remote work, determined in consultation with the role's supervisor.

## APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Executive Director of Planned Giving and Philanthropic Strategies, Brown University](#).

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

*All inquiries will be held in confidence.*