

ASPEN LEADERSHIP GROUP

EXECUTIVE DIRECTOR OF ANNUAL GIVING AND DONOR EXPERIENCE
[CENTRE COLLEGE](#)
DANVILLE, KENTUCKY



CENTRE
COLLEGE

Aspen Leadership Group is proud to partner with Centre College in the search for an Executive Director of Annual Giving and Donor Experience.

The Executive Director of Annual Giving and Donor Experience will lead a comprehensive, multi-channel annual giving campaign, balancing high level strategy and organizational leadership with tactical efforts to create and successfully execute fundraising solicitations. The Executive Director will utilize strong strategic thinking skills and the ability to present compelling cases for support to campus constituents including alumni, current and past parents, and friends of the college to increase philanthropy and deepen engagement.

Centre College was founded by Presbyterian leaders and officially chartered by the Kentucky Legislature on January 21, 1819. The name reflects the college's location in the geographic center of Kentucky. Instruction began in Old Centre—the college's first building—in the fall of 1820 with a faculty of two and a student body of five. Today, there are approximately 1,400 students and 150 full-time faculty members dedicated to the mission of preparing students for lives of learning, leadership, and service.

Centre College is committed to providing a deeply engaging, intensely personal education with guaranteed opportunities for all students to explore the world, gain on-the-job experience, and conduct research alongside their professors. It is easy for students to make their mark at Centre. With over 85 clubs and organizations, 25 NCAA Division III athletics teams, and more than 2,000 events each year, there is always something to do, somewhere to go, and someone to cheer on.

Centre helps to ensure success after graduation from day one. The Center for Career & Professional Development offers personal coaching to help students explore majors and careers, find summer jobs and internships, work on resumes and cover letters for graduate schools and jobs, and network with alumni. Personal attention from outstanding professors allows students to progress faster. The 10-to-1 student-to-faculty ratio means professors know students by name and can offer personalized support.

With a variety of international study options that broaden student perspectives while providing a competitive advantage in the global economy, Centre is ranked among the top in the nation for percentage of students who study abroad with 85% of Centre students taking advantage of the opportunities available.

Centre's nearly 14,000 alumni are fiercely loyal and eager to help students make valuable job contacts in almost any field and location imaginable. Memorable alumni from the past include two U.S. Vice Presidents, two U.S. Supreme Court justices, and a founder of the Hard Rock Café. More recent alumni are equally distinguished and love to talk to Centre students.

College Raptor, a college planning platform, has recognized Centre College among some of the nation's best colleges and universities. Centre was named a 2024 "Hidden Gem" and was recognized as the no. 1 "gem" in the state of Kentucky. It is also one of the top-ranked colleges in the Southeast and a top-five Division III college in the rankings. The 2023 edition of *The Princeton Review's* guide to America's "Best 389 Colleges" recognizes Centre College as one of the best in the country. Professors took center stage for the college in its rankings: Centre faculty ranked 13th in the country as "Professors Get High Marks," and ranked 24th nationally for "Most Accessible Professors." Earlier in the year, the publication listed Centre as one of the Best Value Colleges for 2023.

REPORTING RELATIONSHIPS

The Executive Director of Annual Giving and Donor Experience will report to the Associate Vice President for Development and Alumni Engagement, Nate Stewart. The Executive Director will oversee a team currently comprised of one staff person, the Leadership Annual Giving Officer, with the opportunity for growth.

FROM THE ASSOCIATE VICE PRESIDENT

This is an especially exciting time to be part of the growth in the Office of Development and Alumni Engagement at Centre College. Centre alumni are loyal supporters of the college and want to pay the Centre Experience forward to our current students. Our current student body is more diverse than ever with 27% of the incoming class identifying as Pell Eligible. Our alumni, parents, and friends give back at rates seen at very few other colleges and are passionate about the Centre Experience.

As a leader and senior member of the Development and Alumni Engagement team the Executive Director will lead strategies to increase Centre Fund dollars raised to benefit our talented students, faculty, and staff—all while working alongside a talented team who strive to put students first. Centre is a special place with special people who want nothing more than to impact the lives of students. The Centre Experience includes experiential learning, community engagement, and career readiness all while receiving a top National Liberal Arts Education.

The city of Danville continues to expand with access to bigger cities and smaller towns along with some of the best public schools in the state of Kentucky. Join us for a stroll down historic main street, a trip to a renowned bourbon distillery, and plenty of outdoor recreational opportunities. I have loved raising a young family in Danville and working at Centre. We are looking for the next great teammate and I hope you will take the opportunity to apply and learn more about Centre College and the Danville community. It truly is a great place to work and live!

—Nate Stewart, Associate Vice President for Development and Alumni Engagement

CENTRE COLLEGE'S COMMITMENT TO DIVERSITY, INCLUSION, AND EQUITY

Centre College pledges continuing efforts to build and strengthen a community enriched by differences and founded upon common humanity. Centre respects the right of all members of the community to express their individuality in a manner that is consistent with the dignity and welfare of others. Centre strives to create an environment where differences are celebrated rather than discouraged, where individuals can exchange ideas and share in the richness of mutual experience.

By valuing the individual's total character over any single characteristic, Centre maintains its unique community. Centre embraces the values of diversity, inclusion, and equity as integral to its mission. Diversity, inclusion, and equity are central to teaching, learning, service, scholarship, and community to stimulate creativity, critical thinking, leadership, discovery, love, and global citizenship.

PRIMARY RESPONSIBILITIES

The Executive Director of Annual Giving and Donor Experience will

- execute upon a comprehensive multi-channel annual giving campaign;
- provide high level strategy and organizational leadership across giving and engagement from alumni, current and past parents, and friends of the college;
- oversee tactical efforts that lead to the creation and execution of fundraising solicitations, including the development of proposals;
- utilize data to develop and deploy fundraising strategies that optimize fundraising results and drive segmentation of fundraising campaigns and engagement from a multitude of audiences;
- develop and closely monitor a comprehensive set of metrics that achieve annual giving fundraising goals including total giving, alumni donor participation, donor retention, and fundraising by appeal, segment, and channel;
- create dashboards that track annual giving performance and drive donor engagement and solicitation strategy;
- execute a comprehensive annual giving program that includes direct mail, email, texting, social media, crowdfunding, video, and other communication channels;
- coordinate and manage, with the Director of Advancement Communications, a comprehensive solicitation calendar that interfaces with the overall college communication strategy;
- create and steward the donor pipeline, designing and executing strategies that maximize donor retention and move entry-level annual giving donors from first gift to leadership giving levels;
- oversee reunion giving including the recruitment of volunteers and oversight of class member solicitations;
- redesign, in conjunction with industry standards, a young alumnus giving program that drives dollars, engagement, and participation;
- redesign giving levels and work with the Director of Stewardship to reimagine giving societies that drive giving and a sense of belonging, engage alumni, and enhance giving;
- create and implement a strategy that drives growth in the Associates Giving Program and increases alumni engagement in leadership giving societies;
- collaborate with partners across the college to identify and support annual giving opportunities;
- approve, coordinate, and collaborate on annual giving fundraising campaigns across the college;
- manage annual giving staff, assign and distribute responsibilities, and manage personnel actions including hiring, performance appraisals, and other administrative actions;
- in conjunction with the Associate Vice President for Development and Alumni Engagement, establish a defined set of metrics for annual giving staff; and
- develop and maintain an annual giving budget that accomplishes strategic initiatives.

LEADERSHIP

Nate Stewart

Associate Vice President for Development and Alumni Engagement

Nate Stewart returned to Centre College as the Associate Vice President and Chief Operating Officer for Development and Alumni Engagement in November of 2022, having previously served as Centre's Deputy Director of Athletics. Prior to his return, Stewart most recently served as Director of Athletics at Carthage College. The athletics program at Carthage took significant strides with Stewart at the helm. Under his guidance, Carthage transitioned to a more inclusive team name (Firebirds); entered into its first licensing agreement for Firebirds merchandise; partnered with Nike and BSN Sports to integrate the new logo into apparel and equipment; adopted esports as its 28th varsity sport and expanded the program and roster to compete in more games; undertook major upgrades to the softball field; implemented stringent COVID protocols mandated by the NCAA; and opened the N.E.S.T., a student-athlete refueling and recovery room—one of the few such spaces in D-III athletics. Stewart and his team grew athletic revenue by 135% through fundraising and sponsorship agreements. During Stewart's tenure, teams also brought home five conference championships. Stewart is a graduate of Roanoke College where he earned a Bachelor of Science degree in Health and Human Performance.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Centre College seeks an Executive Director of Annual Giving and Donor Experience with

- a commitment to the mission of Centre College—to prepare students for lives of learning, leadership, and service;
- an ability to develop and execute comprehensive multi-channel annual giving campaigns;
- an ability to analyze data and to develop insights that will determine annual campaign strategies;
- an ability to develop strategies that lead to successful fundraising solicitations;
- excellent communication skills across multiple platforms and an ability to convey complex ideas to a variety of audiences;
- a thoughtful and confident leadership approach and an ability to manage a team while working alongside them to create and execute plans;
- sound judgement including discretion, confidentiality, and a strong sense of integrity;
- strong organizational, prioritization, and time management skills; and
- an appreciation of and experience working within a diverse academic environment, inclusive of students, faculty, and staff of many social, economic, cultural, ideological, racial, and ethnic backgrounds.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least three years of fundraising experience within a higher education or a non-profit setting. Centre College will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Centre College, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

LOCATION

This position is in Danville, Kentucky.

SALARY AND BENEFITS

The salary for this position is \$75,000 to \$110,000 annually and includes a bonus structure based on performance. Centre College offers a [comprehensive benefits package](#) as well as relocation reimbursement.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Centre College as well as the responsibilities and qualifications presented in the prospectus.***

To apply for this position, visit: [Executive Director of Annual Giving and Donor Experience, Centre College](#).

To nominate a candidate, please contact Clare McCully: claremccully@aspingleadershipgroup.com.

All inquiries will be held in confidence.