



**DIRECTOR OF GIFT PLANNING, MONROE PARK CAMPUS
VIRGINIA COMMONWEALTH UNIVERSITY**

Richmond, Virginia

<https://www.vcu.edu>



The Aspen Leadership Group is proud to partner with Virginia Commonwealth University (VCU) in the search for a Director of Gift Planning, Monroe Park Campus.

The Director of Gift Planning, Monroe Park Campus will develop, promote, and implement a gift planning program for the Monroe Park Campus of VCU. The successful candidate will collaborate with fundraisers, academic leaders, and faculty in identifying, cultivating, soliciting, and stewarding gift planning prospects and donors.

Virginia Commonwealth University, a major, urban public research university, was designated in 2013 by *U.S. News & World Report* as one of the nation's "up and coming universities, recognizing its promising and innovative changes in academics, faculty, student life and research." VCU ranks among the top 50 public research universities in the country according to the Center of Measuring University Performance, especially in the areas of faculty awards, doctorates granted, and the number of post-doctoral fellows.

VCU enrolls more than 31,000 students in 226 degree and certificate programs in the sciences, arts, and humanities across its campuses—the downtown Monroe Park and MCV Campuses, and campuses in Fairfax, Virginia, for the schools of Medicine and Pharmacy, and Doha, Qatar, for the School of the Arts. Hailed for its nationally ranked programs in the arts, social work, and health sciences, VCU is a cutting-edge teaching and research university with an exceptional commitment to excellence, diversity, innovation, and outreach. VCU secured \$271 million in sponsored research in FY16.

In 2009, Michael Rao, Ph.D., became the fifth President of VCU and President of the VCU Health System. Under his leadership, VCU developed and launched a new strategic plan, *Quest for Distinction*, which builds on the history of the institution and its strategic assets spanning academic medicine, engineering, life sciences, social sciences, and the arts. Through *Quest*, VCU works to meet the demands of diverse populations through impactful research, rigorous study, extensive community engagement, and university-wide commitment to human health.

REPORTING RELATIONSHIPS

The Director of Gift Planning, Monroe Park Campus reports to the Senior Associate Vice President for Development.

PRINCIPAL OPPORTUNITIES

VCU is committed to changing lives—and not just those of our 32,000 students but, like a ripple on a pond, all those lives our students and world-class faculty go on to touch. Not just lives in Richmond or in Virginia, either, but lives nationally and globally.

The largest fundraising campaign in VCU's history, the *Make It Real Campaign for VCU* funds the critical initiatives that will become points of distinction for VCU long into the future. Our \$750 million goal is as ambitious as our vision. The campaign impacts our students and the alumni they become, funds breakthroughs and discoveries that result from our research, enriches the lives around us, and drives economic development within our community.

We talk a lot about “making it real” at VCU. But it's not just a tagline for a billboard. It is our mantra and our commitment to enhance the human experience. It is our obligation not simply to grant degrees but to change lives. As VCU President Michael Rao, Ph.D., puts it, “Our mission as a new type of research university is to transform the human experience through education, innovation, service, and a focus on human health, and our efforts have begun to attract national attention in countless ways.”

Vice President Jay E. Davenport, CFRE, leads the development and alumni relations teams across the institution. Now topping 200 staff, the development structure is a hybrid operation, with a strong central team dedicated to marketing and engagement, alumni relations, advancement services, and centralized philanthropy services that include regional, planned, and corporate and foundation giving. Davenport is highly regarded as a successful leader of university campaigns and recently co-chaired the national CASE conference on campaigns. He and his leadership team are dedicated to creating a sophisticated and diversified advancement operation that recruits, retains, and grows its own talent through targeted investments.

The Director of Gift Planning will join a team of fundraising specialists who serve as an extension of the decentralized VCU fundraising units. This expert in gift planning will work closely with the Lead Development Officers of VCU's Monroe Park Campus, as well as the VCU Foundation, School of Engineering Foundation, and School of Business Foundation. VCU has a very young gift planning program, only 3 years old, and this position is a unique opportunity for a professional who enjoys building and implementing new fundraising opportunities. The health sciences campus of VCU has a Gift Planning Officer who will work in partnership with the successful candidate to realize efficiencies and maximize donor-centered fundraising.

PRIMARY RESPONSIBILITIES

The Director of Gift Planning, Monroe Park Campus will

- develop and implement gift planning strategies for the schools and units on the Monroe Park Campus of VCU;
- provide expertise and assistance to school and unit fundraisers on the Monroe Park Campus, including Athletics and non-alumni fundraising programs;

- manage a portfolio of 50-75 gift planning prospects;
- collaborate with the Gift Planning Office of the MCV Foundation to coordinate educational opportunities across the VCU system for faculty, staff, and stakeholders;
- partner with DAR Communications to create and deliver informational materials for gift planning prospects, in coordination with the VCU Foundation, School of Engineering Foundation, and School of Business Foundation;
- partner with the Donor Relations team to enhance and measure gift planning stewardship programs;
- develop goals and strategies in partnership with the Annual Giving office to create retiree engagement programs to increase volunteerism, lifelong learning, and campaign participation;
- develop and manage gift planning tools and resources; and
- serve as an ambassador to university and community groups to share information about VCU's gift planning programs.

KEY COLLEAGUES



Magnus H. Johnsson, CFRE
Senior Associate Vice President for Development

Magnus Johnsson joined VCU in 2007 as Executive Director of External Relations and Development for the School of Education before taking on his current role in February 2015.

Johnsson brings more than 20 years of fundraising experience and has served in volunteer leadership roles as past president of the Virginia Association of Fundraising Executives and the Association of Fundraising Professionals, Central Virginia Chapter. His work experience includes senior

leadership roles at UMFS and the United Way of Greater Richmond and Petersburg. Also, Johnsson received his Certified Fund Raising Executive credentials in 2004 and is a member of the 2015 Class of Leadership Metro Richmond.

He earned a M.P.A. from Virginia Commonwealth University and a B.S. in public administration from James Madison University.

As Senior Associate Vice President for Development, Johnsson oversees the areas of principal giving, regional giving, gift planning, and corporate and foundation relations.



Jay E. Davenport, CFRE
Vice President for Development and Alumni Relations

Jay Davenport began his position as Vice President for Development and Alumni Relations in September 2017. Before joining VCU, Davenport served as Associate Vice President of Individual Giving and Campaign Management at Wake Forest University.

As VCU's chief development officer, Davenport leads development and alumni engagement efforts for both the University and VCU Health System.

Areas under his purview include advancement services, alumni relations, annual giving, corporate and foundation relations, development and alumni communications, donor relations, regional philanthropy, and the university-wide development staff.

Davenport served in several roles at Wake Forest since 2010, including Assistant Vice President of College Development, Assistant Vice President of Major Gifts, and Associate Vice President and Campaign Director. Before Wake Forest, Davenport was Director of Development and team leader at Rice University and held fundraising positions as a college development director at the University of Memphis College of Business and Wright State University College of Engineering. He began his higher education career as an Assistant Dean of Admissions at Wittenberg University in 1995.

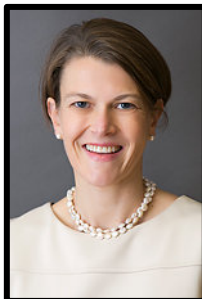
Davenport holds a bachelor's degree in political science from Xavier University and a master's degree in higher education administration from Ball State University.



Thomas C. Burke, CFRE

Executive Director of the VCU Foundation

Thomas Burke is Executive Director of the VCU Foundation. He joined VCU in 1986 as the External Relations Officer for the School of Dentistry. At the School of Dentistry, Burke was responsible for fundraising activities and concluded his 13-year tenure as Assistant Dean for Development and Continuing Education. In 2000, he was named Executive Director of the VCU Foundation. As Director, he oversees day-to-day operations, investments and development activities. During his 30 years at VCU, he has been involved in all three of the University's capital campaigns, which have raised more than \$800 million in support of university priorities.



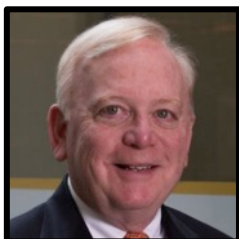
Laura Kottkamp

Executive Director, School of Business Foundation and Corporate Relations

Laura Kottkamp serves as the Executive Director of the School of Business Foundation and Corporate Relations for the Virginia Commonwealth University School of Business, where she works to identify and nurture public and private partnerships with VCU. As former Director of Investor Relations at Dominion and Corporate Relations at the College of William & Mary, Kottkamp has extensive experience in corporate relationships; solicitation of gifts; and communication of complex operational and financial materials.

A Richmond native, Kottkamp is committed to championing regional businesses and entrepreneurs and to advancing the efforts of higher education through strategic relationships. She has served on numerous nonprofit boards and currently serves on the board of the Richmond Forum and as a member of First Tennessee's advisory board.

Kottkamp received a bachelor's degree in history from the College of William & Mary, served as a Rotary Ambassadorial Scholar at the Universite de Lausanne, Switzerland, and received an M.B.A. with a focus on finance and strategy from the Fuqua School of Business at Duke University.



Michael Dowdy

Chief Development Officer, School of Engineering

Michael "Mickey" Dowdy returned to Richmond in July 2016 as the Chief Development Officer for the VCU School of Engineering and Executive Director, Engineering Foundation. While he is new to the school, he has deep Virginia Commonwealth University roots. From 1993-2006 he served

as President of the Medical College of Virginia Foundation, playing leadership roles in two VCU capital campaigns.

Before returning to VCU, Dowdy served as Vice President and Chief Development Officer at the University of Maryland Baltimore (2013-2016), and as Vice Chancellor for University Advancement for East Carolina University (2006-2013). Before his MCV Foundation role he served as Vice President for Development at the University of Mary Washington (1984-1993).

CANDIDATE QUALIFICATIONS AND QUALITIES

The successful candidate for the position of Director of Gift Planning, Monroe Park Campus should have

- demonstrated knowledge of laws, rules, and regulations governing estate planning with specific emphasis on charitable planning;
- familiarity with gift planning marketing and software programs;
- experience working effectively with a range of constituencies in a diverse community;
- experience developing cultivation and solicitation strategies;
- strong organizational and time management skills;
- excellent communication skills including the ability to translate technical information and concepts into lay language;
- demonstrated experience working in and fostering a diverse faculty, staff, and student environment or commitment to do so as a university professional at VCU.

A bachelor's degree is required for this position as is a minimum of seven years of experience in a gift planning position, preferably at an institution of higher education or nonprofit institution. A graduate or law degree or CFP designation or commensurate experience in higher education development is preferred.

SALARY & BENEFITS

Virginia Commonwealth University offers a competitive salary and benefits package.

LOCATION

Virginia Commonwealth University is located in Richmond, Virginia, a culturally diverse city surrounded by historic neighborhoods. VCU acts as a strong partner to and economic anchor for Richmond and its surrounding communities. Combined, VCU and the VCU Health System are the largest employer in the Richmond metropolitan area and the sixth-largest employer in the state of Virginia. VCU's Siegel Center has drawn crowds to the downtown area through its concerts, speakers, and university athletic events. Moody's, the national bond-rating agency, notes that the region's economy "has gained strength from education and health services anchored by VCU, which has invested \$655 million in the city's downtown since 2006."

Today, VCU continues to play an integral role in the economic health of the City of Richmond and the region—educating the current and future workforce, reaching out to the community, advancing research, and enhancing patient care. VCU and VCU Health System have a total economic impact of \$4 billion on Richmond and the surrounding area.

DIVERSITY AND INCLUSION

Virginia Commonwealth University is an equal opportunity/affirmative action employer. Women, minorities and persons with disabilities are encouraged to apply.

Development and Alumni Relations has a diversity and inclusion plan that is guided by the Talent Management Task Force. This 12-member committee guides staff development (skills, leadership, team effectiveness), onboarding and new employee orientation, all-staff retreats, and diversity initiatives in keeping with VCU's Building Inclusive Communities Strategic Plan. Learn more here:

<https://inclusive.vcu.edu/initiatives/building-inclusive-communities/>

VCU also leads the way in the Richmond community in partnership with AFP to develop and grown young and diverse talent in development careers. VCU developed a new undergraduate Foundations in Fundraising course to prepare and encourage future development professionals. Additionally, DAR staff teach ASK 101, a program to develop new frontline fundraisers, and ASK 102 *"So You Think You Want to be a Fundraiser"* to increase opportunities into solicitation roles. This summer, VCU is hosting 3 CASE diversity in advancement interns from partner institutions.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. Before submitting your materials, please read them over for accuracy. Review of applications will begin immediately and continue until the successful candidate has been selected.

To nominate a candidate, please contact Anne Johnson:

annejohnson@aspenleadershipgroup.com.

All inquiries will be held in confidence.

