



EXECUTIVE DIRECTOR FOR ADVANCEMENT, ANNUAL GIVING AND MEMBERSHIP
[UNIVERSITY OF MISSOURI](#)
Columbia, Missouri



The Aspen Leadership Group is proud to partner with University of Missouri in the search for an Executive Director for Advancement, Annual Giving and Membership.

The Executive Director for Advancement, Annual Giving and Membership will be the driving force behind a modern and effective annual giving program. Using the latest in annual giving strategy, the Executive Director will lead a high-performing team by overseeing a comprehensive annual giving program and philanthropic digital engagement strategies for Mizzou Advancement. The Executive Director will work collaboratively across the division to identify annual giving, Annual Association membership, and leadership annual giving targets and oversee campaigns that maximize annual, renewable, and upgraded gifts from a broad base of alumni and friends through the optimum mix of digital, print, social media, and personal marketing and outreach. The Executive Director will be fully supported in enhancing fundraising strategies annually to increase the number of donors, members, and dollars raised.

Since 1839, and as Missouri's only state-supported member of the Association of American Universities, the University of Missouri (MU) has been engaged in groundbreaking research and comprehensive academics that define its strength as a higher education institution. Today, MU supports 31,103 students in 300+ degree programs, including 97 undergraduate majors, 96 master's degrees, 69 doctoral degrees, and over 70 certificates. Students work side by side with some of the world's best faculty to advance the arts and humanities, the sciences, and the professions. At MU, scholarship and teaching are driven daily by a commitment to public service—the obligation to produce and disseminate knowledge that will improve the quality of life in the state, the nation, and the world. MU's NCAA Division I Athletics program in the Southeastern Conference (SEC) has 550 student-athletes across 20 sports. There are 344,000 MU alumni living around the world, 185,000 of which remain in the state of Missouri, maintaining MU's positive impact globally and locally.

MU commits to acting ethically, welcoming differences, and exchanging ideas openly. University leaders demonstrate commitment to diversity, equity, and inclusion by ensuring each individual, regardless of background, experiences, and perspectives, is supported at MU. In the past eight years, the university created the Division of Inclusion, Diversity and Equity, hired a Chief Diversity Officer to lead the new division, and established mandatory diversity training for those responsible for hiring. As part of its student accessibility efforts, in 2021, MU invested over \$167 million in student scholarships and awards, allowing nearly half of all MU students to graduate without debt.

University of Missouri takes pride in driving innovation and the state of Missouri economy through its extensive research and outreach programs which support local families, business owners, farmers, firefighters and police, and healthcare providers. In 2021, the university secured \$389 million on total research via the National Science Foundation. It boasts about 100 new inventions each year and infuses the Missouri economy with approximately \$5B on an annual basis. Overall, the University of Missouri positively impacts 1 million Missouri residents through its offerings.

On the heels of record retention and enrollment growth amidst unprecedented challenges facing higher education in 2020, the University of Missouri jumped 15 spots in the *U.S. News & World Report* list of top national universities, rising to 124 in the publication's newest rankings of more than 380 public and private institutions. MU also moved up five spots, from No. 90 in 2020 to No. 85, among the Best Value Schools—a measure of colleges that offer the best value for students getting need-based financial aid. Additionally, the university climbed 13 spots to No. 86 among the Best Colleges for Veterans.

Mizzou Advancement emphasizes talent acquisition and professional development in service to its overall mission of enhancing private support of the University of Missouri. As a result, the division continues to attract top talent from around the country. Comprising 180 staff members with a presence across the United States and around the world, Mizzou Advancement announced the \$1.3 billion *Mizzou: Our Time to Lead* campaign in October 2015. At its conclusion in 2020, it was the most successful philanthropic campaign in the university's history, at over \$1.4 billion.

REPORTING RELATIONSHIPS

The Executive Director for Advancement, Annual Giving and Membership will report to the Associate Vice Chancellor for Donor Engagement, Erin Allen. The Executive Director will oversee five direct reports, three indirect reports, and 10 indirect student reports.

FROM THE ASSOCIATE VICE CHANCELLOR FOR DONOR ENGAGEMENT

I am excited to welcome an Executive Director for Annual Giving to this talented team. While I have only been with the University of Missouri for a short time, I am already inspired by the collaboration and support this university offers to Advancement. And annual giving plays a key role in the growth of our donor base.

Through its 183-year history, Mizzou has contributed to society through groundbreaking research, served our state through workforce and economic development, and changed family trees by delivering top-notch education. While the mission is inspiring, the people create a terrific ecosystem for impact. Our people are a big reason why the University of Missouri is recognized as one of the great, land-grant universities globally.

This is an especially exciting time to be part of the growth and development of Mizzou Advancement. After completing two successful campaigns we are embarking upon an effort to reshape Mizzou for the future: A campaign where big ideas will build upon a strong foundation. The Executive Director will join a collaborative team to build the base of support for the future. The successful candidate will be the driving force behind a modern and effective annual giving program. Campaigns will maximize annual, renewable, and upgrade gifts from a broad base of alumni and friends through the optimum mix of digital, print, social media, and personal marketing and outreach. The structure at Mizzou allows one to work unencumbered across the annual giving landscape.

—Erin Allen, Associate Vice Chancellor for Donor Engagement

UNIVERSITY OF MISSOURI'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

The University of Missouri is fully committed to achieving the goal of a diverse and inclusive academic community of faculty, staff, and students. It seeks individuals who are committed to this goal and its core campus values of respect, responsibility, discovery, and excellence.

At Mizzou Advancement, a diverse community of donors, alumni, staff, and friends is celebrated. It is committed to taking bold steps to create an inclusive culture where everyone is seen, heard, and valued. The Advancement team is continually learning and growing on its journey to embed diversity and inclusion in everything it does. Mizzou Advancement believes that diversity of views, informed by a breadth of life experiences, help it to understand its humanity more deeply and improve its service to mankind. Its efforts to be inclusive must be intentional and thoughtful, so that it might realize the full benefit of the diversity it seeks to build within Advancement.

PRIMARY RESPONSIBILITIES

Strategic Leadership

The Executive Director for Advancement, Annual Giving and Membership will

- in coordination with the Vice Chancellor for University Advancement, the Associate Vice Chancellor for Donor Engagement, and other members of the University Advancement team, set the strategic direction for the annual giving program at Mizzou, establish priorities and goals, and execute programs that lead to increased annual giving from alumni, parents, faculty/staff, patients, friends, and fans;
- launch a new Donor Engagement Center focused on journey-based digital strategies including the addition of a Student Engagement Team and Digital Development Officers;
- develop and implement integrated and campaign-specific strategic plans to grow the number of donors and members, increase annual philanthropic revenue, and feed the major gifts pipeline through active donor engagement, personal outreach, and giving campaigns that feature the latest in digital and print strategies;
- collaborate with Advancement, Alumni Relations, Donor Relations, Marketing and Communications, academic units, MU Healthcare, and Athletics on donor cultivation, solicitation, and stewardship opportunities, ensuring targeted approaches and consistent messaging with particular emphasis paid to donor participation;
- work with annual giving team to thoughtfully and strategically integrate alumni association membership into the overall donor participation strategy;
- serve as the annual giving team's strategic leader and primary liaison to advancement leadership on topics related to annual giving; and
- along with the Director of Leadership Annual Giving, develop and manage the strategy for a team of lead annual giving officers to feed the major gift pipeline.

Annual Giving and Membership Oversight

The Executive Director for Advancement, Annual Giving and Membership will

- develop and execute Mizzou's comprehensive annual giving direct marketing program that includes direct mail, digital strategies, and serves the university's 20+ units partners;
- ensure the annual giving and membership team is effectively serving the units through regular communications, timely reporting, and best-in-class annual giving services;
- lead a team in all aspects including onboarding, training, certifying time and attendance, and performance management including conducting annual evaluations and creating action plans;
- actively identify opportunities to elevate the work of the team;
- implement and manage annual giving and special solicitation campaigns, including Giving Tuesday, Mizzou Giving Day, and student philanthropy initiatives;
- consult with Advancement Services on reports and comparative metrics to inform and maximize direct mail and electronic solicitation campaigns;

- monitor compliance with all aspects of the university's procurement procedures and sourcing initiatives; manage internal and external vendors and service providers; and
- develop and manage a comprehensive budget for the annual giving program.

LEADERSHIP

Jackie Lewis

Vice Chancellor for University Engagement

Jackie Lewis is the MU Vice Chancellor for Advancement and joined the University of Missouri in August 2020. In this role, Jackie strengthens and cultivates the key partnerships that support the university's philanthropic goals and alumni relations, as well as collaborating with leaders across campus to build upon the university's ongoing fundraising efforts. She leads a team of about 180 dedicated advancement professionals committed to Mizzou's land-grant mission.

Jackie has a noted history of success in building support for academic medical centers; her experience in health care fundraising serves to guide the Mizzou Advancement team as they continue securing investments for the NextGen Precision Health Institute, the university's top capital priority.

Jackie came to Mizzou from the University of Maryland, where she spearheaded a \$1.5 billion campaign and helped secure a \$220 million gift, the largest in the university's history. Additionally, she led her team to two of the university's three highest fundraising performance years.

Prior to that, Jackie was Senior Vice President for Development at the University of Iowa Foundation in Iowa City, where she successfully led the campaign *For Iowa. Forever More*, a \$1.7 billion comprehensive campaign that raised more than \$1.97 billion. Her team secured the largest gift to the campaign, a \$45 million commitment in support of the creation of a neuroscience institute and a \$25 million gift to name a new children's hospital.

At The Ohio State University, Jackie served as Assistant Vice President of Medical Center Development and Alumni Affairs, serving on the team that successfully executed the \$475 million *Power to Change Lives* campaign to support research, clinical care, and education for the medical center and college of medicine.

Prior, Jackie served as Senior Vice President of University Initiatives and Vice President of Constituent Development at the Arizona State University Foundation in Tempe.

She has a B.S. in journalism and mass communications from Iowa State University and grew up in Osceola, Iowa.

Erin Allen

Associate Vice Chancellor for Donor Engagement

Erin joined Mizzou Advancement in October of 2022 and leads the companion teams of annual giving and membership, donor relations, and alumni and donor communication and marketing. She brings more than 25 years of experience focused on creating innovative solutions to fundraising opportunities using a data-inspired approach.

Erin previously served as the Assistant Vice President of Annual Giving Programs at the University of Iowa Center for Advancement. Under her leadership, her team implemented and expanded their giving day program, One Day for Iowa, increasing gifts by 270 percent over six years. Additionally, she oversaw influential donor engagement opportunities including the Forevermore Scholarship Program, which connects scholarship donors to their student recipients, and the University of Iowa's crowdfunding program, *GOLDrush*, which raised more than \$1.4 million in 2022.

A native Iowan, Erin earned her Bachelor of Arts in Mass Communication from Iowa State University.

PREFERRED COMPETENCIES AND QUALIFICATIONS

University of Missouri seeks an Executive Director for Advancement, Annual Giving and Membership with

- a commitment to the mission of University of Missouri—to provide all Missourians the benefits of a world-class research university;
- deep knowledge of annual giving principles and execution;
- experience using best practices to create and execute annual giving strategies that drive revenue and alumni participation rates;
- an ability to think creatively and develop innovative annual giving strategies to achieve goals;
- comprehensive knowledge of fundraising principles, methods, and standards in a college or research university setting;
- outstanding collaborative skills and an ability to serve as a member of a team while working independently across diverse constituencies;
- strong time management, organizational, strategic thinking, and planning skills;
- exemplary interpersonal and written communication skills, and an ability to favorably affect volunteers and donors;
- a strong work ethic, self motivation, discipline, and personal integrity;
- fluency and comfort with technology;
- outstanding customer service skills including an ability to build consensus, resolve conflict, and leverage integrity; and
- an ability to analyze needs, propose solutions, and motivate and inspire others to action.

A bachelor's degree or an equivalent combination of education and experience and at least seven years of experience from which comparable knowledge and skills can be acquired is necessary.

SALARY & BENEFITS

The salary range for this position is \$115,000 to \$150,000 annually. University of Missouri offers a comprehensive [benefits package](#).

LOCATION

This position is located in Columbia, Missouri, the home of University of Missouri. Ranked by the American Institute for Economic Research as one of the nation's top 10 college towns, Columbia combines small-town comforts, community spirit, and a low cost of living with big-city culture, activities, and resources. The city of about 120,000 people lies midway between Missouri's largest metro areas: St. Louis and Kansas City. It is home to nationally recognized public schools including two top-ranked high schools and other colleges and educational centers. It is packed with restaurants and entertainment venues; home to multiple parks and outdoor recreation sites such as Rock Bridge State Park and the MKT Trail; and hosts more than a dozen annual cultural festivals. *Money* magazine, *Fortune* magazine, *U.S. News & World Report*, *Men's Journal*, *MSN.com*, among others have named Columbia one of the best places in the country to live.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit:

[Executive Director for Advancement, Annual Giving and Membership, University of Missouri.](#)

To nominate a candidate, please contact Felicia Garcia-Hartstein:

[feliciaqh@aspenleadershipgroup.com.](mailto:feliciaqh@aspenleadershipgroup.com)

All inquiries will be held in confidence.