

# ASPEN LEADERSHIP GROUP

**PRINCIPAL GIFTS OFFICER**  
**COLLEGE OF THE HOLY CROSS**  
**WORCESTER, MASSACHUSETTS**



## COLLEGE OF THE Holy Cross

Aspen Leadership Group is proud to partner with the College of the Holy Cross in the search for a Principal Gifts Officer.

The Principal Gifts Officer will be responsible for fundraising efforts which support and advance the mission of Holy Cross. Working with the college's most generous donors and its highest potential prospects, the Principal Gifts Officer will work in partnership with the principal gifts team and the Associate Vice President for Individual Giving, and other internal partners to encourage support at the \$5,000,000 level and above. The Principal Gifts Officer will work closely with Advancement colleagues to develop and execute prospect strategies that strategically integrate gift planning, reunions, annual giving, and other college financial priorities into the development and execution of high-level fundraising strategies that enable the realization of established goals and objectives.

From academics and athletics to opportunities for spiritual and personal development, the Holy Cross undergraduate experience is among the best in the nation—preparing students for fulfilling leadership roles in every aspect of life.

College of the Holy Cross was founded in 1843 by the Society of Jesus (Jesuits) in Worcester, Massachusetts. Holy Cross is a highly selective, four-year, undergraduate, liberal arts institution and is ranked among the nation's leading four-year liberal arts colleges. Over time, Holy Cross has continuously evolved to reflect the needs of its more than 3,000 students and changing times. Its Jesuit, Catholic identity has remained a constant throughout that evolution—informing and influencing everything the college does.

Bishop Benedict Joseph Fenwick founded Holy Cross with the goal of educating the Catholic men of Massachusetts. At the time, Roman Catholics were not welcome at most colleges and universities. The college sought to instill the love of knowledge, the spirit of reflection, contemplation, and respect for one's fellow man that characterized Catholic and Jesuit teachings. While much has changed—at Holy Cross and in the world—the college is still committed to the same highly personal, meaningful education that Bishop Fenwick imagined for Holy Cross. Now in its 180<sup>th</sup> year, Holy Cross remains true to the mission of its founder, which invites everyone to engage in an ongoing dialogue around questions of faith and meaning.

As a Jesuit Catholic liberal arts college, Holy Cross pursues excellence in teaching, learning, and research. All members of the Holy Cross community are challenged to be open to new ideas, to be patient with ambiguity and uncertainty, and to combine a passion for truth with respect for the views of others. Informed by the presence of diverse interpretations of the human experience, Holy Cross seeks to build a community marked by freedom, mutual respect, and civility.

Because the search for meaning and value is at the heart of intellectual life, critical examination of fundamental religious and philosophical questions is integral to a liberal arts education. Dialogue about these questions among people from diverse academic disciplines and religious traditions requires everyone to acknowledge and respect differences. Dialogue also requires everyone to remain open to that sense of the whole which calls one to transcend oneself and seek that which might constitute common humanity.

The faculty and staff of Holy Cross, now primarily lay and religiously and culturally diverse, also affirm the mission of Holy Cross as a Jesuit college. As such, Holy Cross seeks to exemplify the longstanding dedication of the Society of Jesus to the intellectual life and its commitment to the service of faith and promotion of justice. The college is dedicated to forming a community which supports the intellectual growth of all its members while offering them opportunities for spiritual and moral development. In a special way, the college must enable all who choose to do so to encounter the intellectual heritage of Catholicism, to form a community active in worship, and to become engaged in the life and work of the contemporary church.

Since its founding, Holy Cross has sought to educate students who, as leaders in business, professional, and civic life, would live by the highest intellectual and ethical standards. In service of this ideal, Holy Cross endeavors to create an environment in which integrated learning is a shared responsibility, pursued in classroom and laboratory, studio and theater, residence, and chapel. Shared responsibility for the life and governance of the college should lead all its members to make the best of their own talents, to work together, to be sensitive to one another, to serve others, and to seek justice within and beyond the Holy Cross community.

Holy Cross is proud to be recognized by publications and organizations that cover higher education for its exceptional academic programs, top professors, and great campus experiences. Holy Cross is one of a select group of colleges (fewer than 100) that meets 100% of each student's demonstrated financial need. It also received an "A" on *Niche's* list of 2022 Best Colleges in America and is among the 53 most beautiful college campuses in America, according to *Architectural Digest*. Holy Cross was also included on *Princeton Review's* list of "Best 388 Colleges" and "Colleges That Pay You Back." It is also listed among the "best and most interesting colleges" in the *Fiske Guide to Colleges*.

Holy Cross was named number one on the *Institute for International Education's* list of long-term student abroad programs and number four on *Wall Street Journal's* list of 2022-23 best Catholic colleges in America. *Money Magazine* named Holy Cross fifth on its list of "Best Value Liberal Arts Colleges" and number 32 among "Best Colleges in America 2022." The institution is also tied for top spot in the nation for highest graduation rates for student-athletes among NCAA Division I schools.

Holy Cross also ensures success after graduation. As one of the top producers of Fulbright students in the country, eight Holy Cross students received fellowships during the 2021-22 academic year, pushing the college's total to 26 in the last four years. It is also listed among colleges with the best return on investment, according to *U.S. News & World Report*.

The more than 39,000 Holy Cross alumni stay connected and committed after graduation. During the 2022-2023 fiscal year, alumni gave more than \$11 million to the college's annual fund and, along with other members of the Holy Cross community, gifted nearly \$40 million to the college.

## **REPORTING RELATIONSHIPS**

The Principal Gifts Officer will report to the Associate Vice President for Individual Giving.

## **A MESSAGE FROM THE VICE PRESIDENT FOR ADVANCEMENT, SEAN SCANLON**

*This is a great time to join advancement at College of the Holy Cross. Holy Cross is a unique and special place—a Jesuit Catholic liberal arts college in Worcester, Massachusetts, the second largest city in New England. Led by the college’s first lay and the first Black president, Vincent D. Rougeau, Holy Cross is making great strides towards [Aspire](#), its strategic vision for the future. While the college has a storied 180-year history and a tremendous reputation for academic rigor and outcomes for students, the Holy Cross community is focused on the future. In the past two years the institution has risen from 33 to 25 in the U.S. News & World Report rankings for national liberal arts colleges. Applications to Holy Cross have never been higher and the composition of the student body continues to become more diverse and nationally representative. Holy Cross’ location on Mount St. James is consistently ranked as one of the most beautiful campuses in the country, while our City of Worcester is enjoying a renaissance thanks to vibrant growth in health care and education sectors, the arts, and a revitalized, multiethnic urban core.*

*I joined Holy Cross last year because of the amazing potential for advancement to help a great institution prepare for the future. The passion, volunteerism, and commitment of the alumni base is second to none, reflected by the annual giving percentage of the alumni which consistently ranks in the top 10 nationally. Holy Cross alumni are generous and thoughtful, and eager to embrace changes in fundraising that will lead to strengthening the college they love. We have a strong team of advancement leaders with a depth of experience and are looking to add colleagues who can bring their passion for strategic institutional giving to the team. We are transforming to become a more data-driven organization and are in the final process of choosing a future CRM. Because people give to support their values, the Jesuit Catholic mission of Holy Cross enables our leaders to discuss important issues and ask our alumni, parents, and friends to invest with us in creating a “hope-filled future” for young people.*

*I hope you will consider joining our team. I look forward to partnering with creative and passionate fundraisers who are eager to engage our alumni, parents, and friends.*

—Sean Scanlon, Vice President for Advancement

## **COLLEGE OF THE HOLY CROSS'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION**

In every aspect of its community, Holy Cross champions diversity, equity, and inclusion. As a Jesuit, Catholic liberal arts college, it understands that the best way to understand the world is to embrace the full spectrum of perspectives and life experiences. To that end, Holy Cross welcomes students, staff, and faculty members of every gender, race, religion, sexual orientation, socioeconomic status, and gender identity. Holy Cross encourages all community members to think critically about disparities in social structures, and to act toward positive change.

### **PRIMARY RESPONSIBILITIES**

The Principal Gifts Officer will

- qualify, cultivate, solicit, and steward a portfolio of approximately 50 to 60 prospects on an annual basis, holding at least 60 annual visits with prospects;
- through the development of sustained, thoughtful strategies and intentional prioritization of prospects, ensure a proposal goal of \$30 million and a revenue goal of at least \$15 million in new annual commitments is met by focusing on upgrading donors;

- inspire donors to articulate their charitable goals to maximize their support of Holy Cross in alignment with the institution’s ambitions by engaging in thoughtful and strategic conversations that uncover philanthropic aspirations;
- adhere to all prospect management processes and policies around contact reports, proposals, briefing materials, documenting intentions, and writing statements of understanding to ensure cross-departmental transparency and effectiveness;
- serve as a partner to the Holy Cross fund team, gift planning team, and major gifts colleagues by identifying new prospects and volunteers, and supporting the goals of elevating unrestricted and flexibly restricted support at Holy Cross;
- continually improve professional skills, knowledge, and understanding of Holy Cross by developing relationships with colleagues across campus, attending campus events and activities, and participating in training activities;
- develop and execute robust, multi-step donor-centric prospect strategies;
- strategically leverage academic leadership, faculty, and other stakeholders to successfully solicit and close gifts of \$5 million and above;
- foster relationships between prospective donors and academic leadership, faculty, and other Holy Cross stakeholders to deepen prospect engagement;
- secure anchor visits for leadership and construct meetings that effectively leverage each leader’s time to advance prospect strategies; and
- communicate meeting strategies through written briefings and pre-visit briefing meetings or calls.

## **ADVANCEMENT LEADERSHIP**

### **Sean Scanlon**

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

Sean Scanlon was appointed Vice President for Advancement at College of the Holy Cross in early 2023. Scanlon joined Holy Cross from Syracuse University, where he helped to launch and lead the university’s \$1.5 billion *Forever Orange* campaign. As a senior leader, Scanlon was responsible for culture change and management of Syracuse’s central fundraising programs including philanthropic engagement, gift planning, family and parent giving, corporate and foundation relations, athletics, veterans, Hendricks Chapel, and regional major gifts. In partnership with senior leaders, faculty, and volunteers, Syracuse Advancement more than doubled fundraising production during this time.

Prior to Syracuse, Scanlon led alumni affairs and development at Cornell University’s Johnson Graduate School of Management after having led the *Discover* Campaign at the Cornell Lab of Ornithology. He holds a B.A. in history and theology from the University of Notre Dame and an M.A. from the University of Illinois, Champaign Urbana.

## **PREFERRED COMPETENCIES AND QUALIFICATIONS**

College of the Holy Cross seeks a Principal Gifts Officer with

- a commitment to the mission of College of the Holy Cross—to pursue excellence in teaching, learning, and research and to foster an intellectual and social community that is marked by freedom, mutual respect, and civility;
- a track record as a successful fundraiser in a principal or leadership gifts program, identifying, cultivating, soliciting, closing, and stewarding gifts with significant institutional impact;
- an appreciation of Jesuit Catholic educational traditions and methodology;

- experience partnering with and supporting academic leaders in fundraising;
- an ability to uncover interests, motivations, and objectives from prospective donors;
- experience working with fundraising volunteers;
- excellent communication skills, including an ability to write persuasively and concisely;
- an ability to qualify high level prospects during initial visits and determine inclination and capacity to make significant gifts;
- an ability to participate in the identification of new donors at the principal gift level;
- an ability to make solicitations to high-net-worth individuals with comfort and confidence;
- an ability to persuasively communicate the case for unrestricted and current use support;
- excellent active listening and interpersonal skills and an ability to relate to donors, volunteers, and colleagues;
- tact, diplomacy, discretion, patience, sound judgment, and a commitment to maintaining confidentiality inside and outside of the college;
- highly developed organizational skills, a detail-orientated approach, and an ability to prioritize and balance multiple tasks in a fast-paced complex environment;
- a natural affinity for collaboration, serving as part of a team, leading through influence, and a high level of emotional intelligence;
- a personal commitment to excellence as well as an ability to admit mistakes and forgive faults in others; and
- experience with Microsoft Office, Advance, or similar fundraising software.

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least six years of experience in fundraising, preferably at an educational institution, soliciting principal and leadership level gifts. Holy Cross will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to the college, 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 \$150,000 to \$165,000 annually. Holy Cross provides a [generous employee benefits package](#) that extends beyond the traditional benefits of medical, dental, vision, and retirement savings. The college offers a variety of benefits that help its employees maintain a healthy balance between work and life priorities, while building financial security.

### **LOCATION**

College of the Holy Cross is in Worcester, Massachusetts. Telecommuting is available for this position at the discretion of the position's supervisor. The Principal Gifts Officer will spend approximately 50% of their time in travel and/or in strategic donor engagements.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of the College of the Holy Cross 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.

To apply for this position, visit: [Principal Gifts Officer, College of the Holy Cross.](#)

To nominate a candidate, please contact Clare McCully, [claremccully@aspenleadershipgroup.com.](mailto:claremccully@aspenleadershipgroup.com)

*All inquiries will be held in confidence.*