

**DIRECTOR OF PRINCIPAL GIFTS
UNIVERSITY OF RICHMOND**

Richmond, Virginia

[University of Richmond](https://www.ur.edu/)



The Aspen Leadership Group is proud to partner with University of Richmond in the search for a Director of Principal Gifts.

The inaugural Director of Principal Gifts will work collaboratively with Advancement leadership to build the University of Richmond's newly-created principal gifts program. The Director will serve as one of the program's fundraisers, and will provide leadership for an active portfolio of individuals capable of making gifts of at least \$2.5 million to the institution. The Director will guide the development of cultivation and solicitation strategies for this select group of high-capacity donors and prospects, including those assigned to fundraising colleagues, while seeking the alignment of donor interests and university aspirations. The Director will also coordinate the activities of the principal gifts leadership team, including the Vice President and Assistant Vice President, as well as prospect research, donor relations, and collaborating partners across the institution to support and advance program goals and secure transformational gift revenue for the university.

Located minutes from the vibrant capital city of Richmond, Virginia, the University of Richmond is a premier, private liberal arts institution that blends the intimacy of a small college with academic, research, and cultural opportunities typically found at larger universities. A comprehensive School of Arts and Sciences anchors Richmond as a nationally recognized liberal arts university. Nationally ranked business and law schools, the nation's first school of leadership studies, a celebrated international education program, and a community-focused School of Professional and Continuing Studies provide a combination of undergraduate and graduate programs that distinguish the University of Richmond in American higher education.

The power of a University of Richmond education comes in the countless endeavors that go beyond the expected, that heighten every aspect of its students' educational experience. Industry-leading financial aid ensures that talented students of all backgrounds can come together to form a transformative educational environment. Richmond guarantees every student up to \$4,000 for a summer research or internship experience.

In 2018, Richmond tied for first in the bachelor's institutions category of universities producing the most Fulbright U.S. Scholars. *U.S. News & World Report's* Best Colleges 2020 guide ranked Richmond #23 overall and #24 for "Best Value" among national liberal arts colleges. Richmond also was named to the "Most Innovative Schools" list and ranked #10 among national liberal arts colleges. *The Princeton Review* recognized Richmond as #2 for "Best Career Services" in the 2020 edition of its college guide and Richmond has again been named to *Kiplinger's Personal Finance's* list of the 400 Best College Values for 2019.

REPORTING RELATIONSHIPS

The Director of Principal Gifts will report to the Assistant Vice President for Academic Advancement and Strategic Priorities.

PRINCIPAL OPPORTUNITIES

The successful candidate will join one of the nation's most respected liberal arts institutions – in a setting that combines the advantages of a small college with opportunities that contend with those of much larger institutions, including a strong Division I athletic program, a top-20 undergraduate business school, the first undergraduate school of leadership studies in the nation, a highly regarded school of law, and a school of professional and continuing studies that reaches thousands of individuals in the region each year.

University of Richmond has just completed one of its most successful fundraising years in recent history, and the Director of Principal Gifts, in a newly created position, will have the opportunity to play a key role in building on that success in partnership with a strong division, staffed with energetic, dedicated, and experienced development professionals. Building upon the University of Richmond's reputation for innovation, the Director of Principal Gifts will enjoy the rare and valuable opportunity to build a program with transformational impact from the ground up with the full support of colleagues and leadership.

PRIMARY RESPONSIBILITIES

Program Development

The Director of Principal Gifts will

- provide vision for and oversee all aspects of developing, building, and growing the principal gifts program, in partnership with the Assistant Vice President, Vice President, and others;
- in partnership with fundraising colleagues, develop overall institutional strategies to identify, cultivate, solicit, and steward prospects with the capacity to make gifts of \$2.5 million or more;
- partner with fundraisers across the division to identify and meaningfully engage the next generation of principal gifts donors;
- create the necessary meeting structures, processes, and communications necessary to firmly establish the program and support its growth, including with the office of the President and the Secretary of the Board of Trustees;
- determine and implement best practices for managing this elite group of donors and prospects;
- direct, convene, and lead all principal gifts leadership team meetings, reaching out to engage campus partners as appropriate to the topics of discussion, and provide follow-up as needed and maintain momentum as program grows;
- maintain up-to-date and comprehensive engagement and stewardship strategies for all principal gifts prospects, in collaboration with the primary staff assigned as well as prospect research and donor relations; and
- ensure the timely recording and tracking of significant activity with principal gifts prospects and donors.

Active Prospect Engagement

The Director of Principal Gifts will

- personally maintain, cultivate, and solicit a select portfolio of high capacity alumni, parents, and friends of the institution for transformational commitments – locally, across the country, and internationally;

- provide support for the Vice President and President in their work with principal-level donors;
- work closely with Advancement leadership and others across the institution to turn vision and aspirations into actionable solicitation strategies designed to advance each prospect's meaningful connection to the university; and
- practice effective moves management, setting short and long-term donor-centric strategies to advance prospective donors to solicitation.

Stewardship

The Director of Principal Gifts will

- create multifaceted, creative, personalized stewardship strategies for all principal gifts prospects, in collaboration with the principal gifts leadership team and key partners including Donor Relations; and
- continuously reengage existing principal gifts donors in authentic and innovative ways, to encourage future philanthropy and investment in the institution.

KEY COLLEAGUES



Martha Callaghan

Interim Vice President of Advancement

Prior to her appointment as Interim Vice President, Martha Callaghan served as Assistant Vice President for Development for the University of Richmond, overseeing all individual fundraising efforts for the university. She came to Richmond in 2017 following 14 years of fundraising and fundraising management at Yale University, including the Annual, Leadership, and Major Gifts offices, as well as overseeing development for the Faculty of Arts & Sciences. Callaghan has extensive experience in the direct fundraising of major gifts as well as managing and developing fundraising teams. She began her career working in both program development and fundraising for museums in Virginia, Connecticut, and Kentucky. Callaghan is a native of Williamsburg, Virginia and an alumna of Yale, where she is an active volunteer.



Michelle Wamsley

Assistant Vice President for Academic Advancement and Strategic Priorities

Michelle Wamsley is the University of Richmond's Assistant Vice President for Academic Advancement and Strategic Priorities. In this capacity, she works with academic leadership to identify and advance institutional funding priorities, and oversees the principal gifts program, as well as the Office of Foundation, Corporate & Government Relations. Prior to joining the University of Richmond in 2009, Wamsley spent 12 years at the University of Virginia, most recently serving as the UVA Health System's Director of Foundation and Corporate Relations. With a background that includes annual, major gift, and grateful patient fundraising, she has presented, lectured, and trained others on topics ranging from proposal writing to healthcare philanthropy to nonprofit board development and, most recently, leading from the middle in academic institutions.

PREFERRED QUALIFICATIONS

University of Richmond seeks a Director of Principal Gifts with

- strong knowledge of best practices in major and principal gifts fundraising;
- extraordinary interpersonal communication skills;
- impeccable attention to detail, while maintaining a bias toward action;
- demonstrated intellectual curiosity and creativity;
- experience developing, implementing, and managing programs;
- experience successfully crafting and sharing complex funding opportunities with donors, as well as distilling academic language into clear, compelling case language;
- a collaborative nature and a desire to contribute to a high-functioning team of Advancement professionals;
- an ability to maintain confidentiality, exercise independent judgment, and communicate tactfully and diplomatically at all times; and
- flexibility, patience, and a sense of humor.

A bachelor's degree is required for this position. At least six years of major gift experience with a solid track record of soliciting complex 7- and 8-figure gifts in an educational institution is preferred.

DIVERSITY, EQUITY, AND INCLUSION

The University of Richmond believes diversity, equity, and inclusion are inextricably linked to educational quality for its students. The health and vibrancy of the intellectual community depends on the rigorous and respectful exchange of different perspectives. In order to fulfill its mission to “educate students for lives of purpose, thoughtful inquiry, and responsible leadership in a diverse world,” Richmond must be a welcoming place for people from all backgrounds, identities, viewpoints, and experiences.

As a community, University of Richmond is deeply engaged in the work of *making excellence inclusive*; identifying inequities in the experiences and outcomes of students, faculty, and staff in order to address them systematically and ensure all members of our community can fully participate in the life of the institution.

SALARY & BENEFITS

University of Richmond offers comprehensive compensation and benefits.

LOCATION

This position is located in Richmond, Virginia. Richmond has recently been named a *Travel + Leisure* Top Destination and *National Geographic* highlighted Richmond as a top place to travel for food.

The James River was the centerpiece of Virginia’s capital as a shipping and transportation hub, but today it lies at the heart of Richmond’s vibrant outdoor culture. Kayakers and other thrill-seekers flock to the river to take advantage of its Class IV whitewater rapids, with excitement peaking at the boatercross and freestyle competitions of Dominion Riverrock, an annual festival celebrating Richmond’s wide array of outdoor recreation. *Outside* magazine named Richmond as its 2012 “Best River Town.”

Beyond the riverbanks, climbers can enjoy scaling the walls that surround the old quarry pond on Belle Isle, while hiking enthusiasts can hit the dirt of the Buttermilk and North Bank trails, which provide

surprising oases of unspoiled nature in the middle of the city. Maymont Park, Byrd Park, and Lewis Ginter Botanical Gardens offer acres of outside space for reading, pick-up games, and concerts, while tiny pocket parks dot the medians and alleys of the historic Fan District.

With an abundance of visual arts, theater, and dance, Richmond is more than the political capital of Virginia — it's also the arts capital. The city's low cost of living combined with the presence of the University of Richmond and Virginia Commonwealth University's School of the Arts have encouraged the growth of an exciting, dynamic, and boundary-pushing arts community. The Virginia Museum of Fine Arts, one of the nation's top art museums, is an anchor for the community, attracting high-profile exhibitions of work by internationally renowned artists such as Dale Chihuly and Pablo Picasso; the Institute of Contemporary Art provides the city with another powerhouse museum. The city has also developed a flourishing street art scene, most notably represented by the five-year Richmond Mural Project and the colorful former GRTC bus depot, a product of the 2013 Richmond Street Art Festival.

In the performing arts, Richmond has more than half a dozen independently operating theaters, including Virginia Repertory, central Virginia's flagship professional theater, and the Richmond Triangle Players, a leading voice in the LGBT community. Richmond CenterStage, one of the city's largest performing arts organizations, offers touring and local theater, dance, and opera performances at the fully restored 1928 Carpenter Theatre, including select performances through the University's Modlin Center for the Arts. The historic Landmark Theater (formerly known as the Mosque and the site of the famous "The Kiss" photograph of teen heartthrob and musical icon Elvis) faces Monroe Park.

Richmond also has a reputation for fantastic restaurants, including one of *Bon Appetit's* top 10 new restaurants in America, and is home to over 30 craft breweries.

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 apply for this position, visit:

[Director of Principal Gifts, University of Richmond.](#)

To nominate a candidate, please contact Floyd Akins:

floydakins@aspenleadershipgroup.com.

All inquiries will be held in confidence.