

Director, Milestone Reunions & Next Generation
Philanthropy (0464U)
University of California Berkeley

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Posted Dec. 11, 2019, set to expire Apr. 8, 2020

Job Title	Director, Milestone Reunions & Next Generation Philanthropy (0464U)
Department	University Development and Alumni Relations
Institution	University of California Berkeley Berkeley, California
Date Posted	Dec. 11, 2019
Application Deadline	Open until filled
Position Start Date	Available immediately
Job Categories	Director/Manager
Academic Field(s)	Administration - Academic Unit Alumni Relations
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Job Description

Director, Milestone Reunions & Next Generation Philanthropy (0464U)
About Berkeley

At the University of California, Berkeley, we are committed to creating a community that fosters equity of experience and opportunity, and ensures that students, faculty, and staff of all backgrounds feel safe, welcome and included. Our culture of openness, freedom and belonging make it a special place for students, faculty and staff.

The University of California, Berkeley, is one of the world's leading institutions of higher education, distinguished by its combination of internationally recognized academic and research excellence; the transformative opportunity it provides to a large and diverse student body; its public mission and

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commitment to equity and social justice; and its roots in the California experience, animated by such values as innovation, questioning the status quo, and respect for the environment and nature. Since its founding in 1868, Berkeley has fueled a perpetual renaissance, generating unparalleled intellectual, economic and social value in California, the United States and the world.

We are looking for equity-minded applicants who represent the full diversity of California and who demonstrate a sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds present in our community. When you join the team at Berkeley, you can expect to be part of an inclusive, innovative and equity-focused community that approaches higher education as a matter of social justice that requires broad collaboration among faculty, staff, students and community partners. In deciding whether to apply for a position at Berkeley, you are strongly encouraged to consider whether your values align with our [\[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/\]](https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/)Guiding Values and Principles, our [\[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://diversity.berkeley.edu/principles-community\]](https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://diversity.berkeley.edu/principles-community)Principles of Community, and [\[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/\]](https://apptrkr.com/get_redirect.php?id=1737211&targetURL=https://strategicplan.berkeley.edu/guiding-values-and-principles/)our Strategic Plan.

Departmental Overview

University Development and Alumni Relations, formerly named University Relations, increases support for and enhances knowledge of UC Berkeley through communications, public outreach, and fundraising. The department is responsible for centralized fundraising and donor engagement, and works to strengthen unit development offices by consulting and partnering with campus fundraisers. University Development and Alumni Relations also handles a range of central activities and services encompassing events, communications, stewardship, prospect development, gift management, database management, and more.

University Development and Alumni Relations encompasses the UC Berkeley Foundation (UCBF), a California nonprofit public benefit corporation established to secure support for the University. The UCBF is also Cal's primary vehicle for enlisting fundraising volunteers from the private sector. The UCBF is staffed by University Development and Alumni Relations leadership.

Reporting to the Executive Director of Annual Programs within University Development and Alumni Relations, the Director of Milestone Reunions & Next Generation Philanthropy leads three fundraising programs -reunion campaigns, student philanthropy and young alumni - and a team of gift officers

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focused on raising gifts of \$5,000- \$500,000. Combined, these programs generate \$5M in philanthropy and engage 100+ volunteers and hundreds of donors each year. The incumbent serves as one of the chief strategists for Next Generation/Young Alumni donor development at the University and is a resident expert on volunteer management. Leading a staff of seven FTE and 100+ fundraising volunteers, the Director is responsible for planning, implementing and evaluating 3 milestone class-based reunion gift campaigns and is personally responsible for managing the 50th reunion fundraising campaign which includes University Trustees, top donors and lead volunteers. The Director is also charged with creating a culture of philanthropy among the university's 40,000 undergraduate and graduate students to become future donors upon graduation.

Responsibilities

Leaderships and Management oversight

- * Develop short and long-range plans for conducting a class-based reunion giving program which includes 3 reunion campaigns and 100+ volunteers annually. Continue to develop campus culture of reunion giving, with special emphasis on maximizing major giving activity within each campaign to a variety of Campus priorities.
- * Manage and motivate 4 fundraisers to achieve individual and overall program goals. Ensure successful major gift solicitations of key undergraduate reunion alumni by staff and volunteers. Work with class/reunion giving officers to create effective volunteer training, communication, events and stewardship activities. Develop strategies to increase the number of major gift donors and volunteers by 25% by the end of the campaign.
- * Develop strategies to leverage the reunion cycle and reunion volunteers to help other campus units close major gifts.
- * Set annual goals with fundraisers, review the goals quarterly, provide an annual evaluation at the end of each year.
- * Develop strategies for maximizing reunion efforts by participating on Homecoming and other event planning teams (e.g. Discover Cal lecture series).
- * Provide strategic direction to Student Philanthropy program, providing input into plans and activities to educate student awareness of private philanthropy at the University.
- * Work with and mentor staff on the development of new young alumni fundraising programs aimed at major gift involvement.
- * Develop strategies for expanding the volunteer solicitor program including building the volunteer community and the core group of volunteers for each class.
- * Serve as member of management team and coordinate with internal and campus colleagues to achieve shared goals (e.g., Gift Planning, Campus Units, International Relations, Regional Programs, Direct Response Marketing).

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- * Monitor, analyze and report on the results of program and oversee external distribution plans for reunion volunteers. Benchmark regularly to determine strategic improvements.
- * Manage staff of 7 FTE and budget of \$800,000

Campaign management and personal solicitation

- * Develop strategic fundraising plans for one reunion campaign (typically the 50th reunion), focusing exclusively on top-level gifts. The plan will reflect: volunteer leadership profile, profile of top prospects, analysis of prior class giving, best practice reunion giving strategies, history and characteristics of each class, and life cycle/life stage of each class.
- * Identify, recruit, and train fundraising volunteers (generally 30-50); provide information and counsel to support volunteers' success in soliciting fellow classmates for gifts of \$10,000+; maintain frequent contact with volunteers through meetings, written correspondence, personal visits, telephone calls and events; steward volunteers through regular contact and recognition.
- * Identify top prospects and develop individual solicitation strategies using staff solicitation and/or volunteer solicitation strategies. Collaborate with campus colleagues and fundraising volunteers. Prepare background information on prospects for volunteers and ensure completion of assigned solicitations.
- * Personally cultivate, solicit and steward small portfolio of high-level prospects for gifts ranging from \$10,000-\$500,000 (generally includes volunteers themselves). Develop strategies to ensure that all top reunion prospects are solicited during their reunion campaign at appropriate levels.
- * Develop and ensure effective stewardship activities for top volunteers and donors as they transition from reunion campaigns, including providing close-out cultivation strategies for top prospects and volunteers as part of campaign wrap-up.
- * Work with Direct Marketing staff to coordinate volunteer input and generational messaging into those fundraising channels, as appropriate.

General Areas

- * Provide strategic input into campaign initiatives, including the development of a challenge grant, stewardship of major donors and volunteers, reporting, and other areas as required.

Required Qualifications

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- * Demonstrated major gift fundraising experience; ability to develop solicitation strategies for major gifts.
- * Experience with and leadership of volunteer groups, and especially with high net worth individuals.
- * Demonstrated ability to manage, organize, motivate, and delegate to others, including faculty, staff and volunteers.
- * Proven success in managing, mentoring and retaining a professional fundraising staff. Ability to motivate others including peers, direct reports, faculty, and volunteers.
- * Demonstrated oral/written communication skills.
- * Political acumen and diplomacy in developing fundraising and communication strategies for maximum effectiveness.
- * Ability to successfully interact with donors, senior administration and staff.
- * Proven record of accomplishment that demonstrates initiative, creativity, managerial, and interpersonal skills.
- * Well-developed leadership abilities and a willingness to take risks and solve problems creatively.
- * Leadership as demonstrated through an ability to appreciate and articulate the university's vision, values and programs to donors, faculty, volunteers and development staff in an engaging, motivating, and inspirational manner.
- * Ability to articulate a compelling case for young alumni giving and a class-based giving program in a complex internal and external fundraising environment.
- * Strong interpersonal skills and the proven ability to collaborate, build team spirit, and achieve results within a diverse population that may possess competing interests, opinions, and/or expectations.
- * Proven experience in analyzing and interpreting data to drive strategies.
- * Interpreting and communicating campus policies and programs to staff, volunteers and donors.
- * Excellent oral and written communication skills. Willingness to work as an integral part of a team is essential.
- * Bachelor's degree and/or equivalent experience/training.

Preferred Qualifications

- * Campaign experience.

Salary & Benefits



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For information on the comprehensive benefits package offered by the University visit:

[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html]http://ucnet.universityofcalifornia.edu/compensation-and-benefits/index.html

How to Apply

Please submit your cover letter and resume as a single attachment when applying.

Conviction History Background

This is a designated position requiring fingerprinting and a background check due to the nature of the job responsibilities. Berkeley does hire people with conviction histories and reviews information received in the context of the job responsibilities. The University reserves the right to make employment contingent upon successful completion of the background check.

Equal Employment Opportunity

The University of California is an Equal Opportunity/Affirmative Action Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status. For more information about your rights as an applicant see:

[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=http://www.eeoc.gov/employers/upload/pos

For the complete University of California nondiscrimination and affirmative action policy see:

[url=https://apptrkr.com/get_redirect.php?id=1737211&targetURL=http://policy.ucop.edu/doc/4000376/Nondis

To apply, visit

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Contact Information



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Please reference Academickeys in your cover letter when
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Contact

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