



BABSON COLLEGE

Boyden Executive Search Contact

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Position Summary

The Director is responsible for the design, direction, and implementation of a comprehensive program to market planned giving within the scope of the Development Department's strategy as a vehicle for major gifts. In addition to serving as a resource and advisor to the major gift officers to solicit and close planned gifts, specifically responsible for maintaining a portfolio and is responsible for achieving the overall planned giving goals; acting as a representative of the College and the Development Department while managing the cultivation, solicitation, and stewardship of donors and prospective donors at the \$100,000 and above level with a focus on planned giving prospects; and creating and implementing a comprehensive marketing communications plan.

Responsibilities

- Design and implement long and short-term planned giving fundraising strategies which include setting program goals, managing relationships, and leading marketing and education efforts internally and externally.
- Research, identify, and contact planned giving prospects.
- Develop effective strategies to proactively build awareness of planned giving options and educate the front-line fundraising team.
- Develop, recommend, and implement appropriate strategies for cultivating, soliciting, and stewarding these individuals. Consult with Development colleagues, administrators, faculty, trustees, and other volunteers as appropriate.
- Serve as the planned giving advisor for the Major Gifts team with a focus on increasing their understanding of how and when planned giving fits within the overall fundraising strategy, and how to introduce/address planned giving vehicles into donor conversations or proposals.
- Travel with gift officers who have generated interest in planned gifts and need assistance in working through the gift planning process.
- Support planned and complex gift options which extend beyond bequests and estate giving and include complex and innovative giving vehicles that maximize tax benefits and donor impact.
- Manage and make recommendations for the College's planned giving gift acceptance policies.

- Evaluate the effectiveness of all planned giving initiatives and activities across the College on a periodic bases; initiate changes as needed.
- In partnership with the Stewardship Office, co-manage the recognition program for planned giving, including ensuring regular contact with planned gift donors and designing and implementing recognition efforts that maintain ongoing relationships with donors who have made planned giving donations.
- Plan and manage events related to the cultivation, solicitation, and stewardship of planned giving donors in partnership with the Advancement Events Office and Stewardship Office.
- Develop and manage the use and production of planned giving marketing materials for a targeted audience in partnership with The Fund for Babson and College Marketing.
- Conduct an average minimum of 18 face-to-face or virtual meetings per month.
- Provide written briefings for senior leadership and faculty visits with donor and prospective donors, as well as follow-up documentation and correspondence.
- Assume additional responsibilities as required.

Education and Skills

- Bachelor's degree.
- Must have a minimum of 10+ years of experience in planned/major giving and with a range of fundraising responsibilities that include management or supervision of fundraising processes.
- Must have experience closing planned and major gifts at the 6-figure level.
- Must have a strong knowledge base of all aspects of planned giving and fundraising.
- Must have current working knowledge of planned giving IRS rules and regulations.
- Proven ability to mentor and collaborate with fellow staff.
- Must have exceptional interpersonal, organizational, and verbal and written communication skills, and the ability to be effective at engaging with all levels of the College.
- Demonstrated ability to establish credibility and confidence with donors and prospective donors.
- Ability to work with ethnically, culturally, and socially diverse students, staff, faculty, and other constituencies.
- Must have the flexibility and willingness to assume new tasks and special projects.
- Ability to envision and propose new methods to perform tasks that support ET&A; take thoughtful risks; and accept new and ongoing initiatives, objectives, and solutions to gain sought-after results.
- Ability to anticipate and embrace change; demonstrate willingness to achieve, acquire, and utilize new skills and challenging tasks; and is flexible in changing conditions.
- Must have strong computer skills including proficiency in Microsoft Office (Word, Excel, Access, PowerPoint).
- Prior fundraising experience in an academic environment preferred.

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About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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