



DIRECTOR OF MAJOR GIFTS AND LEADERSHIP ANNUAL GIVING

WELLESLEY COLLEGE

WELLESLEY, MASSACHUSETTS



Aspen Leadership Group is proud to partner with Wellesley College in the search for a Director of Major Gifts and Leadership Annual Giving.

In a newly created position, the Director of Major Gifts and Leadership Annual Giving will provide deeper and broader coverage of Wellesley's robust alumnae and donor pool. The Director will serve as part of the frontline unit (principal gifts, gift planning, corporate and foundations relations, major gifts, and leadership annual gifts) while simultaneously creating and overseeing a new fundraising unit comprised of two teams, the Major Gifts (MG) team and the Leadership Annual Giving (LAG) team. The Director also will maintain and grow their own pool of prospects. The Director will identify and use AI programs and other digital and technological resources to complement and supplement officer assignments and to ensure coverage of donors in anticipation of a campaign and for the long-term future. The MG team will be anchored by a seasoned gift officer and will ultimately have up to four additional gift officers to cover a portfolio of 2,200 prospects and donors rated \$250K up to \$5M. The LAG team will start with three officers to cover a portion of the 6,500 prospects and donors rated between \$10K up to \$250K, with the potential to grow as the success of the team increases.

Wellesley College was founded in 1870 by Henry and Pauline Durant, who were passionate about the higher education of women. The first president, and nearly all the College's early faculty and staff were women. Today, Wellesley is still known as a unique community that continues to send accomplished women out into the world, committed to making a difference. Situated on a breathtaking campus in the quintessentially New England town of Wellesley, and home to over 2,400 of the highest-achieving female undergraduates in the world, Wellesley is a lively learning community dedicated to probing inquiry and creative, cross-disciplinary thinking. With a focus on collaboration, students are encouraged to question, debate, and refine their points of view with each other, and the world-class faculty. As a private, liberal arts institution, Wellesley places a great deal of importance on preparing its graduates for the *real world* in all senses. The College's full-engagement philosophy ensures that the student voice is central in decision-making with students serving on major committees of the Board of Trustees, participating in faculty searches, and contributing to strategic planning. Accredited by the New England Commission of Higher Education, Wellesley grants bachelor's degrees in more than 50 majors and boasts an 8:1 student to faculty ratio.

Over 90 percent of students participate in at least one internship during their time at the College, and several hundred students choose to spend a semester, or longer, abroad each year. With a commitment to the importance of experiences beyond the traditional classroom, Wellesley offers more than 150 student organizations and provides both cultural centers and multifaith life on campus.

The College also fields 13 athletic teams that compete in the NCAA Division III New England Women's and Men's Athletic Conference, which includes the 2022 NCAA Division III rowing champions. With an alumnae base of more than 35,000, the women of Wellesley continue to support the institution, and one another, long after they leave the beautiful campus. This powerful network of alumnae helped the College raise a record breaking \$514 million in its most recent campaign, *The Wellesley Effect*.

Wellesley's motto, *Non Ministrari sed Ministrare* (Not to be ministered unto, but to minister), is evident in the College's mission to provide an excellent liberal arts education to women who will make a difference in the world. This mission is advanced by working together as a community, focused on shared values of intellectual discovery and excellence; gender equality; diversity, equity, and inclusion; connection and community; empowerment and social change; and integrity and academic freedom.

Wellesley graduates are ready to make a difference in the world, evidenced by the fact that 98 percent of the most recent graduating class were in jobs, graduate education, the military, or service within six months of graduation. The 2024 *US News and World Report* ranks Wellesley College as the fourth best national liberal arts college in the nation, #20 in best undergraduate teaching, and sixth in best value schools. Wellesley received an A+ rating from NECHE (New England Commission of Higher Education). Wellesley is the only liberal arts college that consistently rates in the top 50 colleges and universities in producing the largest number of women Ph.D.s in STEM. Considered to have created *the most powerful women's network*, Wellesley College was ranked #57 in the top colleges and universities of 2023 by *Forbes* and #36 in private colleges. Not forgetting the beautiful setting of Wellesley, the College was voted first among the best river and lake colleges by *College Consensus*.

WELLESLEY COLLEGE'S COMMITMENT TO INCLUSIVE EXCELLENCE

Wellesley is committed to creating the conditions that make it possible for all students and all members of its community to excel. Inclusive excellence represents the strength of difference and the power this gives Wellesley to fulfill its mission.

Wellesley was founded on the radical idea that women have an equal right to the best education in the country. It still believes—in fact, it knows from experience—that the boldest ideas, the brightest solutions, and the healthiest communities draw on a range of voices, perspectives, and experiences. It is dedicated to ensuring that all members of the Wellesley community have an equal opportunity to flourish, no matter their race, ethnicity, religion, nationality, physical ability, or any other category that can be used to divide people.

Wellesley students come from all 50 states, the District of Columbia, Guam, Puerto Rico, and the Virgin Islands. They hail from 87 countries of citizenship and 59 countries of residence. At least one language other than English is spoken in 47% percent of students' homes; over 30 languages are spoken on campus. 52 percent of the class of 2023 identify as students of color. 18 percent of students in the class of 2023 will be the first generation in their families to graduate from college. The Office of Intercultural Inclusion and Engagement—whose mission is to promote cultural competence through intercultural programs and activities—equips students with the skills they need for life and leadership in a diverse, inter-dependent, and every-changing world. There are also a multitude of formal and informal advising and mentoring for students of color and LGBTQ+ students. 13 religious organizations serve students from agnostic to Zoroastrian and everything in between.

REPORTING RELATIONSHIPS

The Director of Major Gifts and Leadership Annual Giving will report to the Associate Vice President for Development, Marisa Jaffe and will oversee seven gift officers and a Development Associate.

FROM THE VICE PRESIDENT

Wellesley has a longstanding tradition of educating women who will go on to make a difference in the world. The best and brightest students from across the world join our community to learn from brilliant faculty at the forefront of their fields, explore new interdisciplinary areas of study, and pursue their passions. A Wellesley education prepares students to reach their highest aspirations.

Our alumnae go on to live lives of service and leadership and are passionately committed to ensuring today's students and faculty have the resources they need to thrive. Their unwavering support has enabled Wellesley to continue need-blind admission for all domestic applicants and to meet 100 percent of calculated financial need for admitted students, eliminating socioeconomic status as a barrier to education. Our alumnae helped Wellesley to build a brand-new Science Complex to provide students with access to a first-class STEM education and unique research opportunities unavailable at many undergraduate institutions.

They care deeply about the College, its traditions, and its future. And so do we. The College is looking ahead to its next comprehensive campaign—an ambitious endeavor that will help us fulfill the brilliant promise and unlimited potential of students for generations to come. The Director of Major Gifts and Leadership Annual Giving is critical to our success in this campaign.

I am creating this new position because I feel that we need complete coverage of our alumnae and donor portfolio when we embark on a new campaign. The Director will join a strong team with extensive institutional knowledge and will have the opportunity to build new major gifts and leadership annual giving teams to complement their work. I am looking for someone who thinks creatively and strategically about our philanthropic goals; a fundraiser who can connect with alumnae across a range of ages, racial and ethnic backgrounds, and experiences; and a leader who can motivate a team to inspire prospective donors to support Wellesley.

Wellesley was founded on the radical idea that educating women leads to progress for everyone. I believe in the vital role of women's education in shaping the leaders of tomorrow and am proud that Wellesley is a global leader in teaching and empowering women to change the world. Rarely does one have the opportunity to work at an institution where you can have such an extraordinary impact. I look forward to supporting an equally passionate and energized fundraising leader who will help us lead Wellesley, and the world, toward an extraordinary future.

—Crystal L. Daugherty, Vice President for Development

PRIMARY RESPONSIBILITIES

The Director of Major Gifts and Leadership Annual Giving will

- create and oversee a new fundraising unit focused on qualifying, cultivating, and soliciting donors at the capacity of \$10K to \$5M, with goals to
 - maximize philanthropic support from a segment of the donor population with outstanding potential;
 - build and enhance alumnae connections to and engagement with their alma mater;

- ensure coverage of a deep pool of dedicated donors through officer assignment and use of technology; and
- develop a collaborative relationship to ensure a fluid pipeline including The Wellesley Fund, Gift Planning, and Principal Gifts, when appropriate;
- manage a portfolio of approximately 25 major gift prospects;
- provide leadership, supervision, and talent management for seven to eight direct reports including recruiting, hiring, onboarding, professional development, training, performance management, feedback, recognition, and retention;
- set performance metrics for individual fundraisers and work in conjunction with staff to conduct annual strategy and goal setting, including setting measurable, meaningful, and appropriate targets for individual staff members;
- travel as appropriate to fulfill duties and maintain and submit timely reports on meetings with prospects and donors;
- partner with Information Strategy & Operations to develop processes, procedures, and analytics that identify new prospects and ensure a strong pipeline of potential support;
- create and cultivate a work environment that celebrates diversity and promotes equity and inclusion;
- embrace and model the values of respect, collegiality, excellence, curiosity, and humility;
- focus team activity on strategic impact and the success of short- and long-term fundraising results;
- achieve fiscal year fundraising goals, both on an individual level and on a programmatic level;
- inspire a motivated and effective staff; and
- grow a fully integrated development program.

LEADERSHIP

Crystal Daugherty

Vice President for Development

Crystal Daugherty joined Wellesley College as Vice President for Development in April of 2023. Daugherty serves as lead fundraiser, with responsibility for all development efforts at the College. Daugherty, who holds a B.A. from Smith College and an M.B.A. from Simmons University, has more than 25 years of fundraising experience in both higher education and nonprofits. She began her development career leading fundraising in small social-advocacy organizations before moving into foundation relations at MIT, and then she went on to Year Up in Boston, where she led major gifts, the annual fund, foundation relations, events, communications, volunteer management, and database management. Most recently, Daugherty worked at the University of Massachusetts Amherst as the Assistant Vice Chancellor for Principal Gifts and the Director of its capital campaign, now in its quiet phase.

Marisa Jaffe '95

Associate Vice President for Development

Marisa Jaffe '95 is Associate Vice President for Development and will be overseeing gift planning in addition to her current responsibilities leading principal gifts, leadership giving, and corporate and foundation relations. Jaffe earned her B.A. from Wellesley and her J.D. from Georgetown University Law Center. After working as a litigation associate at Boston firms for corporate clients, Jaffe returned to her alma mater to begin what has become a 17-year career in development, mostly at Wellesley. In addition to her time at Wellesley, she worked at Harvard Medical School (HMS) as Director of Development, Principal and Major Gifts, supporting the departments of Global Health and Systems Biology.

Jaffe launched the principal gifts program ahead of the College's most recent record-breaking *Wellesley Effect* campaign. Jaffe has served as Interim Vice President for the Development Office twice. She is eager to contribute to creating a more fluid pipeline that runs through The Wellesley Fund, Major Gifts, Principal Gifts, and Gifts Planning.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Wellesley College seeks a strategic and self-driven Director of Major Gifts and Leadership Annual Giving who possesses an ability to inspire donors, lead with deliberate optimism, contribute toward building a positive culture on campus and beyond, and foster an engaged and productive environment. The Director should combine a desire to collaborate with superior coaching and team building skills.

Furthermore, Wellesley College seeks a Director of Major Gifts and Leadership Annual Giving with

- a commitment to the mission of Wellesley College—to provide an excellent liberal arts education to women who will make a difference in the world—and a desire to embrace Wellesley's distinct traditions, values, and vision;
- an ability to motivate, engage, and collaborate with staff, donors, and volunteers;
- major gift and annual giving fundraising experience including an ability to manage relationships with donors and successfully close gifts;
- experience mentoring and coaching staff and a commitment to the professional development of each team member;
- experience identifying and accessing untapped fundraising sources;
- a commitment to innovation, strategic and conceptual thinking, and an ability to manage multiple projects simultaneously;
- an ability to handle complex and difficult situations with grace and tact;
- excellent judgment, highly developed organizational skills and analytical abilities, and an ability to thrive and complete complex tasks with minimal direction;
- active listening skills as well as excellent verbal and written communication and presentation skills across platforms;
- an ability to influence and persuade others; and
- knowledge of Salesforce or comparable fundraising databases.

A bachelor's degree or an equivalent combination of education and experience and at least eight years of frontline fundraising or comparable experience, including conducting successful solicitations, closing gifts, and familiarity with reunion giving or alumni/ae development experience in an academic setting, is preferred for this position as is at least five years of management experience. Wellesley College 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 \$160,000 to \$165,000 annually. Wellesley College offers a [comprehensive package of benefits](#).

LOCATION

This position is in Wellesley, Massachusetts.

APPLICATION INSTRUCTIONS

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

To apply for this position, visit: [Director of Major Gifts and Leadership Annual Giving, Wellesley College.](#)

To nominate a candidate, please contact Don Hasseltine:
[donhasseltine@aspenleadershipgroup.com.](mailto:donhasseltine@aspenleadershipgroup.com)

All inquiries will be held in confidence.