

HOLLINS UNIVERSITY

DIRECTOR OF THE HOLLINS FUND

ABOUT HOLLINS UNIVERSITY

Hollins is an independent, liberal arts university in Roanoke, Virginia offering undergraduate education for women and selected graduate programs for men and women. Founded in 1842 as Virginia's oldest chartered women's college, Hollins provides abundant opportunities to students for leadership development, research, and study abroad, and provides access to real-world internships around the globe largely supported by an extensive alumnae/i network, which has been recognized by The Princeton Review as the fifth best in the nation among private schools. The institution's traditions are the backbone of the Hollins experience and continue to help its alumnae/i community stay connected to the university and one another.

LEADERSHIP, GOVERNANCE, AND FINANCES

Mary Dana Hinton, Ph.D., became the 13th president of Hollins University in August 2020. A respected proponent of the liberal arts in educational equity, President Hinton aims to lead Hollins into the future by becoming a model of inclusivity in women's education.

Anita Walton joins Hollins January 1, 2023, as its next Vice President for Institutional Advancement. Walton has deep experience in and success with fundraising and cross-generational alumni engagement.

Hollins University is governed by a board of Trustees comprised of 26 individuals who are leaders in their respective fields and who render extensive service to the University. Along with contributing generous donations to Hollins, the trustees are actively engaged and supportive of the University's overarching mission.

Hollins enjoys a financial profile envied by many small liberal arts colleges. The University has the fourth largest endowment among private colleges in Virginia – standing at \$219 million as of June 30, 2021 – and has operated without external debt since 2008. Hollins' graduates are especially generous in supporting their alma mater. In 2010, Hollins completed the largest fundraising campaign in the University's history, raising \$162 million. In 2017, Hollins achieved its highest single year fundraising total, meeting a six-month \$10 million challenge for the University's 175th anniversary. In 2021, Hollins University received \$75 million, the largest gift to Hollins and the largest gift ever given to a women's college. Even though the financial foundation of Hollins is solid, challenges persist as a tuition-driven

Key Facts

- 713 undergraduate women and 108 coed graduate students
- Faculty/student ratio: 1:9
- \$36M budget
- 17 advancement staff positions
- 26-member Board of Trustees
- \$219M endowment
- Approximately 15,000 alumnae/i

Mission & Core Values

MISSION

Hollins is an independent liberal arts university dedicated to academic excellence and humane values.

VALUES

Hollins nurtures civility, integrity, and concern for others, encourages and values diversity and social justice, and affirms the equal worth of women and men.

Visit



institution. The annual fund provides a significant part of the operating budget, and the Director along with the Vice President for Institutional Advancement plays a central role in that fundraising effort.

DIVERSITY, EQUITY, AND INCLUSION

Hollins strives for diversity, equity, inclusion, and justice, and the university has made great progress in some respects. The university's student body has become one of the most diverse in the nation among liberal arts colleges: 34% of all domestic undergraduate students self-identify as students of color, 25% are first-generation college students, and 10% are international students representing 22 countries. As noted above, Hollins has made financial aid for students with demonstrated need a priority with 99% of its students receiving some form of aid. Also as referenced above, among the incoming first-year cohort, 100% received some form of financial aid, and 38% were Pell Grant-eligible.

THE POSITION

The Director of the Hollins Fund is responsible for the development and management of a comprehensive, strategic, and integrated effort to build off annual donors, with a particular focus on increasing both unrestricted giving to the University and the base of alumnae/i giving. The Director of the Hollins Fund will report to the Vice President for Institutional Advancement. The Director is a senior member of the Institutional Advancement team and will have regular contact with trustees, the President, other senior administrators, faculty, staff, current students, alumnae/i leadership, parent volunteers, and other external constituents. In conjunction with other key leaders and stakeholders, the Director builds and manages a program based on best practices and utilizes a data-driven, market-informed approach to annual giving.

The Director of the Hollins Fund manages a variety of programs. These programs include, but are not limited to, direct mail/electronic solicitations, leadership solicitations (1842), Reunion and Class Giving, faculty/staff, student giving, and parent solicitations. The Hollins Fund current goal is \$3.6 million and provides critical operating support, comprised of unrestricted and restricted budget relieving funds, for university purposes. The Director will strategize, implement, and evaluate fundraising plans aimed at achieving monetary goals while maximizing alumnae/i participation. In addition, they will have a portfolio focusing on leadership gifts of \$1842 or more.

MAJOR OBJECTIVES

Within the first 12 to 18 months the Director of the Hollins Fund will achieve the following major objectives:

- Develop and implement a multi-channel, visionary, and data-informed annual giving program to effectively reach Hollins Fund current goal of \$3.6 million.



- Strategically expand Hollins Fund’s base of support, through tailored segmentation, appeals soliciting designated funds, and increased focus on engaging and soliciting younger generations of alumnae/i.
- In partnership with alumnae/i relations, creatively engage alumnae/i and volunteers in solicitation and engagement efforts.

RESPONSIBILITIES

The Director of the Hollins Fund will have the following primary responsibilities:

- Works with Vice President for Institutional Advancement to develop annual plans to achieve Hollins Fund goals.
- Develops, oversees, and assesses strategies for annual giving, solicitation planning, goal setting, analytical report management for Hollins to include, but not limited to, direct mail, reunion giving, class giving, graduate alumnae/i giving, annual donor recognition societies, and digital fundraising activities such as email, social media, online days of giving, and crowdfunding platform.
- Manages and develops the annual giving program to expand the donor base.
- Designs processes to utilize data and metrics to inform planning and strategy.
- Manages direct mail and virtual solicitations – this includes, but is not limited to, the 1842 Society and other leadership giving strategy solicitation.
- Manages and leads a comprehensive reunion and class giving program, including development of solicitation strategies, development of class goals/gift “pyramid.”
- In partnership with Alumnae/i Relations, supports the recruitment, motivation, and management of volunteers, and activities to maximize volunteer engagement.
- Oversees faculty/staff/parent/student giving program.
- Designs programs to effectively steward Hollins Fund gifts on an annual basis.
- Documents all prospect and volunteer contacts in Banner on a regular basis and responds promptly to requests for reports and information.
- Supervises Assistant Director for the Hollins Fund.
- Attends events and functions as needed. Makes presentations to departmental, alumnae/i, and constituency groups.

QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A genuine passion for liberal arts education and inclusive academic excellence at a women’s college; a commitment to – and ability to effectively communicate – the mission, vision, and values of Hollins University.



- A minimum of four years of successful fundraising experience in annual giving programs or other relevant development experience at an educational institution.
- A creative, forward-thinking, and collaborative leader with demonstrated track record of work in annual giving and working with volunteers, alumnae/i, and campus constituents.
- Demonstrated experience with data-driven strategy and informed decision making.
- Proven ability to meet financial goals and deadlines.
- Ability to analyze annual giving matrix and provide strategic decisions.
- Knowledge of current tools, techniques and strategies related to annual giving solicitation.
- Ability to mentor and manage staff and volunteers.
- Ability to listen to, and communicate effectively with, a variety of volunteers, donors, and colleagues.
- Strong written and oral communication skills.
- Demonstrated commitment to inclusion and success working with diverse populations.

COMPENSATION AND BENEFITS

The annual salary range for this position is \$80,000 to \$95,000. Hollins offers a generous benefits package, including health and life insurance, paid time off, a retirement plan, and tuition assistance benefits.

The selected candidate must have a valid United States driver's license with minimal violations and will be subject to credit, criminal history, and motor vehicle background checks.

APPLICATION

Hollins University has retained Campbell & Company to conduct this search. To be considered for this opportunity, please send a letter of interest and resume to:

Maria Gikas

Administrative Coordinator, Executive Search

maria.gikas@campbellcompany.com

(312) 896-8898 direct



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