

**Palo Alto University
Director of Development**

One of the nation's leading schools of psychology and counseling seeks a fundraising strategist to develop and implement a plan for diversifying contributed revenue, and create a scalable infrastructure that supports growth.

[Palo Alto University](#) (PAU) is an accredited, private, non-profit university offering students undergraduate, masters and doctoral degrees in the fields of psychology and counseling. As a unique, highly focused institution of higher education, PAU is dedicated to advancing knowledge through rigorous research and scholarship, producing outstanding professionals, innovators and leaders, and achieving pedagogical excellence. It's a robust learning community with an unwavering commitment to diversity and to improving the human condition.

Founded in 1975 as the Pacific Graduate School of Psychology, PAU took its current name in 2009. With a campus near the Arastradero Preserve in Palo Alto, a campus in Los Altos hosting its community training clinic, classrooms, and office, classroom-embedded classes at local community colleges, and its consortial PsyD program in the Stanford Psychiatry Department, PAU has 120 faculty and staff and currently serves 970 graduate and 157 undergraduate students. Because of the applied emphasis in all of its programs, students at all levels engage in community experiences/internships/practica, with dozens of partners, including the Department of Veterans Affairs, Palo Alto Medical Foundation and other mental health organizations, several Bay Area community colleges, homeless services agencies, child and family services agencies, and justice system organizations. PAU runs The Gronowski Center, a community training clinic that delivers low-cost mental health services annually to some 450 people of limited means while also providing valuable, supervised training to PAU graduate students; sponsorship of several academic centers devoted to child mental health, evidence-based care for LGBTQ and Spanish-speaking clients, excellence in diversity and community care, and internet-based global healthcare.

In 2016, Palo Alto University named a new president, only its third President and first in over 30 years. A dynamic and compassionate leader, she and the faculty, staff, and trustees are laser-focused on a number of institution-wide strategic goals, one of which is to pursue and expand funding and development opportunities to ensure long term stability and growth for PAU and its programs. The Director of Development will partner with the President to identify strategies for growing contributed revenue, and develop processes to identify, cultivate, solicit and steward current and potential donors.

The Director will be integral to building the foundation and infrastructure for what will become a fully functioning development organization that will include a pipeline of major donors, planned giving, and corporate and foundation relations.

In 2025 Palo Alto University will celebrate its 50-year anniversary, creating a unique opportunity to expand donor support and raise PAU's profile among its many constituencies. PAU has also recently engaged a national firm known for its work in higher education to lead a comprehensive branding project that will support external outreach. Additionally, PAU has a number of initiatives and campus priorities that may appeal to new or existing donors. The university's mental health and technology hub provides innovative research and programming locally and internationally, which has potential for development opportunities related to online interventions.

The FY18-19 budget is \$33 million, with 94% funded through tuition, 5% from continuing and professional studies, and approximately 1% from contributed revenue. PAU provides over \$1.5M in financial aid annually.

BASIC FUNCTION

This Director of Development is someone with the energy and creativity to work in a start-up fundraising environment that can roll up their sleeves to figure out what PAU needs now, in the future, and the steps to get there. The position reports to and works closely with the President. As a member of the President's Cabinet, the Director provides leadership, management and coordination for all PAU's individual and institutional fundraising efforts. The Director will create a strategy for driving the acquisition and retention of contributed revenue, and developing and achieving specific fundraising targets.

The Director will build scalable infrastructure, processes, database and approaches so that every fundraising activity – whether it's an annual appeal, planned gift, or major donor – follows consistent processes for cultivation, stewardship, solicitation, donor-tracking and most important, donor recognition. The Director will work cross-departmentally to ensure campaigns are synched with external affairs/messaging, student students/alumni, admissions/enrollment, and are inline with campus-wide strategic goals. PAU operates under a shared governance model.

The President is the fundraiser-in-chief and an active part of the community. The Director provides support to the President and to the trustees on all matters related to their fundraising efforts. S/he is able to communicate big picture strategies or granular details, depending on the audience. The Director institutes fundraising best-practices, and ensures that PAU is well-positioned to compete in Silicon Valley philanthropic circles.

In the first six months the priorities for the Director of Development are to:

- Immediately assess the "state of play" of in-process fundraising efforts and provide support for those efforts.
- Thoroughly understand PAU - its history, culture, strategic vision, programs, personalities, constituencies, and bases of financial support.
- Create a development strategy that identifies possible low-hanging fruit for the short-term, opportunities for the medium-term, and aspirations of the long-term. This might include donor segmentation, objectives for individual and institutional fundraising and success metrics, identification of staff and board members who will be actively involved in fundraising, and definition of roles, targets, and fundraising goals.
- Coordinate with PAU's External Affairs Director and Alumni Relations Manager to strategize the best outreach to an alumni base that has not been actively involved in fundraising.

On an ongoing basis, the Director of Development will be responsible for the following:

- Build basic infrastructure for donor tracking that is flexible and scalable for current and future reporting and segmentation.
- Oversee and manage all aspects of an annual campaign, individual and major donor cultivation, foundation, corporate, and special events.
- Ensure that collateral and the website's Institutional Advancement page is refreshed.
- Identify individual and institutional funders whose interests may align to PAU; identify planned giving opportunities.
- Based on the fundraising strategy and with need, appropriately recruit and manage a

team whose skills and experiences will ensure goals are met.

- Manage and personally engage in solicitation and stewardship activities in collaboration with the President and trustees; provide training and support to those who have a range of fundraising skills and abilities.

IDEAL EXPERIENCE AND QUALIFICATIONS

The Director of Development should have the following experiences and qualifications:

- 7+ years of experience in leadership roles that includes developing and executing fundraising strategy.
- Enthusiasm for leading a nimble, start up fundraising environment; someone who brings various experiences to bear, and can figure out what actions PAU needs to take now in order to grow in the future.
- Broad-based knowledge of various development activities including annual appeal, major donors, planned giving, proposal development, event planning and management, web, social media, direct solicitations, leveraging fundraising databases and support systems for donor segmentation.
- Demonstrated skills in coordinating and supporting the fundraising activities of others; a good listener and strategist; comfortable receiving input from many sources; able to analyze and formulate disparate information into a sound, well-organized plan;
- Exceptional organization skills; one who can manage and juggle competing priorities; excellent follow-through and attention to detail.
- A resourceful individual with a high energy level and can-do attitude; a self-starter, problem solver, strategic and big-picture thinker.
- Outstanding oral and written communication skills; a confident public speaker and presenter; the ability to work effectively with individuals from diverse backgrounds.
- Commitment to and enthusiasm for PAU's mission and values.

To apply, nominate others or for further information, please contact:

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