



Manager, Major Gifts

June 2023



COULD ROYAL ROADS UNIVERSITY BE RIGHT FOR YOU?



Royal Roads University (RRU) was established in 1995 with a unique mandate to provide labour market-responsive, applied, and professional programs to serve the people and the province of BC.

Over time, we have grown to become a different type of university with over 33,000 graduates around the world benefitting from our practical, inventive, and flexible approach to education.

We are among the top post-secondary institutions in BC and have earned a strong national reputation for our innovative approach to education and research. We have made a name for ourselves in areas of worldwide importance, including the study of leadership and climate action, offering one of Canada's most comprehensive suites of climate action-focussed studies. As well, business students learn how to lead sustainable and responsible businesses and careers, working in teams and in the community. All our programming is interdisciplinary, collaborative, and accessible.

In fact, RRU's research and academic mandate is underappreciated and a well-kept secret. For instance, RRU currently has six Canada Research Chair allocations, and our illustrious faculty leaders include renowned scholars such as Thomas Homer-Dixon.

When the rest of the world had to adapt overnight to an online environment, RRU already had leading-edge infrastructure and curriculum designed for accessible, cohort-based learning. Our track record of exceptional remote teaching positioned the University to maximize the impact of a new era of learning and teaching.



RRU is committed to respond to the Calls to Action of Canada's Truth and Reconciliation Commission and honour the UN Declaration on the Rights of Indigenous Peoples. As we decolonize our curriculum, culture, and campus, we apply the lens of equity, diversity, and inclusion to everything we do. Who we are as a University continues to be motivated by who we want to be. Our vision is to inspire people with the courage to transform the world. Caring, creative, and courageous are the values that people at Royal Roads University share, and how our graduates carry themselves throughout their lives.

Learn more at <https://www.royalroads.ca>

To build on this exceptional history and fulfill Royal Roads' exceptional mission, the Advancement and Alumni Relations team seeks a new **Manager, Major Gifts** to focus on three key areas: **major gifts fundraising, planned and estate gifts**, and guiding the University's upcoming **comprehensive fundraising campaign**.

Reporting to Rebecca Sharma, the Director, Advancement, this is an exciting time for an experienced major gifts fundraiser to join RRU to:



- Be the go-to lead and subject matter expert for major gifts fundraising.
- Reinvigorate and grow the major gifts and planned giving programs with tremendous potential.
- Work with a collaborative and fun group, many of whom are also new to the University and bringing renewed energy and best practices to RRU's advancement team.
- Help shape the future of RRU's advancement program, including its most ambitious campaign.
- Live and work in one of Canada's most beautiful cities on a campus that includes old growth forest, a castle, and the sea.

INFORMATION FOR CANDIDATES

The following pages outline the role, outcomes, and the ideal competencies in more detail.

If you're interested or curious, or know someone who is, please be in touch. This search is being led by RRU's search partner, Christoph Clodius at The Discovery Group, at christoph@thediscoverygroup.ca.

Application Timing & Process: The deadline for applications is August 4, 2023. After that point we'll review submissions and begin the evaluation process. Candidates need to do their due diligence too, so at every point you'll have the opportunity to ask questions and look for information.

Start Date: It's ideally in the early Fall, depending how much time you need to transition, take holidays, and/or relocate.

Compensation & Benefits: TDG and RRU believe strongly in salary transparency. This position has been evaluated at grade ME-A with a salary range of \$91,281 to \$123,499.

The University is pleased to offer a comprehensive benefit package which includes extended medical and dental coverage (premiums 100% paid for by RRU and effective on the date of hire); generous vacation days with additional Appreciation Days provided during December holidays; enrolment in the College Pension Plan; and tuition assistance.

All that on arguably one of Canada's most beautiful forested [campuses](#). The University also offers thoughtful work from home and flex time policies (with supervisor's permission).



Diversity: Royal Roads University is strongly committed to fostering diversity within our community. We welcome those who would contribute to the further diversification of our faculty and staff including, but not limited to, women, visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity.

Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. RRU is dedicated to building a diverse, inclusive, and authentic workplace, so if you are excited about this role but your past experience or competencies don't align perfectly with every desired trait listed above, we encourage you to reach out anyways. You may in fact be just the right candidate for this - or other - roles.



MANAGER POSITION SUMMARY

The Manager, Major Gifts, is an essential member of the Advancement team at RRU, and as such will lead the development, implementation, tracking and reporting of RRUF's Major Gifts program (targeting gifts of \$25K+) and planned giving (wills and estates primarily). The Manager's major gift donors and prospects are primarily individuals (including those in the RRU alumni and ex-cadet community), corporations and foundations who will be invited to support the University through campaigns, personal solicitations, sponsorships, and estate planning. The Manager's activities include:

- developing and implementing a strategic major gift fundraising plan for each assigned institutional fundraising priority, ensuring priorities align with and support RRU's vision, mission, strategic plan, and fundraising goals.
- leading the planning and implementation of comprehensive campaign plans and programs.
- personally engaging a portfolio of 100 – 150 active prospects, donors, and volunteer leaders.
- leveraging the experience and involvement of the Director, Advancement, VP, Communications and Advancement, and the President as well as advancement, operations, and alumni relations team members to prospect, cultivate, and steward gifts.
- engaging senior community leaders and key members of the Royal Roads University community including Board of Governors, advisory council members, senior leaders, faculty, students, alumni, and professional staff in support of the Major Gifts fundraising and campaign strategies.
- setting, monitoring, and meeting budget goals, including program-wide and individual revenue targets.
- leading and managing a grant writer and a contract prospect researcher; over time the Manager will expand the team to support the growth of the Major Gifts program as revenues increase.

FUNDRAISING AT RRU

The Advancement team plays a vital role in the future of RRU, leading fund development and alumni relations activities that support Royal Roads' vision to inspire people with the courage to transform the world. RRU operates an integrated fund development program, including a wide range of giving vehicles and methods, which supports institutional funding priorities.

Since 2017-18 the Foundation has increased funds raised by over 200%, and the donor base has increased by over 300%. Major gifts have not been the focus of RRU's Advancement program during that time, with moderate major gift fundraising success and a few 6-figure gifts.

Planned giving is likewise well-positioned for success. With minimal outreach RRU already has 24 bequest expectancies on file (with the largest commitment being \$2 million), and previous bequests have established the Michael Real Award, the Dianna Beeson Award, and the Eric C. Douglass Centre for Entrepreneurial Studies among others.

In recent years fundraising has been \$1.1 million in 2021-22 and \$1.6 million in 2022-23 with continued growth predicted. In fact, the advancement team is well on track to achieve its \$3 million fundraising target for 2023-24.

Looking ahead, RRU has engaged a fundraising consultancy to test a significant campaign goal in the range of \$45 million+ (and 1 million alumni interactions) by 2028 for key areas of priority, including Talent & Research (i.e.: student grants, Indigenous scholars, research grants); Student Success & Experiential Learning (i.e.: student awards, EDI initiatives); and Campus Spaces (i.e.: improvements to grounds and gardens).

The Advancement team has a three-year strategic plan, and workplans for every area of the program. This foundation and rigor, combined with the growth trends noted above, institutional commitment and investment to the future of RRU's advancement program, all make leadership excited and optimistic for the future.

PRIMARY POSITION OUTCOMES

The Manager provides fundraising campaign leadership, facilitating the development of innovative and integrated solutions and plans to successfully realize major gift goals. Their outcomes include:

- Develops and manages a portfolio of approximately 100 - 150 major gift prospects with an estimated giving capacity in excess of \$25,000.
- Develops an annual plan of major gift activity that includes combined individual and team portfolio objectives, including \$2 million raised or committed by end of fiscal 2024.
- Solicits major gifts independently and in collaboration with the Director, Advancement, VP, Communications and Advancement, the President, and other members of the advancement

team, as well as volunteers. Cultivates and solicits donors in one-on-one meetings, virtual meetings, tours, phone calls, or whatever means the strategy dictates.

- Develops and implements detailed development plans for each prospect within portfolio.
- Launches the quiet phase of a comprehensive fundraising campaign.
- Provides exceptional and appropriate cultivation and stewardship experiences for all RRU major gift donors.
- Develops and manages campaign(s) pipeline/prospect assignment with other members of the advancement, alumni relations, and operations teams, ensuring data is accurately captured and recorded.
- Develops and ensures execution of campaign plan activities, including related prospect and campaign research, proposal writing and editing, drafting correspondence, and liaison with campaign volunteers as appropriate, and RRU community partners.
- Works closely with the operations team to create a suite of reports related to the campaign(s), including pipeline, moves management (volunteer and staff), and project fulfilment. Delivers regular status reports on campaigns, including goals, funds raised, prospect/proposal pipeline, timelines.
- Works with the Director, Advancement, and advancement team members to develop, implement, and enhance strategies to grow revenue across the portfolio of fundraising initiatives, setting annual benchmarks for growth and goal achievement.
- Ensures effective establishment and functioning of volunteer committees (i.e., Advisory and/or Campaign Cabinet) by planning and implementing regular activities and monitoring their prospect assignments and interactions.
- Inspires, leads, and directs the activities of a full-time grant writer and contracted prospect researcher; establishes a growth plan for Major Gifts resource team needs.
- Provides strong and effective leadership and ensures that team members are developed and supported in their roles, especially as the team grows.
- Holds broad and extensive knowledge of the fundraising profession, non-profit industry, and higher education philanthropy, as well as proven strategic expertise in the area of major gift and campaign fundraising.
- Maintains an understanding of best practice in philanthropy, updating job knowledge, participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in professional association activities.

DESIRED QUALIFICATIONS (EDUCATION, SKILLS, ABILITIES)

- Aligned with the University's mission, an understanding of its heritage aspects, programs, and the RRU learning experience.
- Significant major gifts fundraising experience, ideally within a higher education environment.
- Track record of successful major gift and planned gift solicitations, ideally also including corporate and foundation giving.
- Experience in campaign management and fundraising campaign principles.
- Proven ability to lead individuals and teams to success.

- Superior communication skills, including ability to write clear and compelling letters and proposals and make concise and engaging presentations.
- Excellent analytical and organizational skills.
- Demonstrated project management and facilitation skills; proven ability to meet deadlines in a fast-paced environment with multiple, competing deadlines, and time and resource constraints.
- In-depth knowledge of a donor database management system (Raiser's Edge and/or NXT preferred) and familiarity with the advanced features of Microsoft Office.
- Familiarity with CRA regulations related to giving, and knowledge of federal and provincial privacy legislation.
- University degree in marketing, business or related field, or equivalent combination of education and experience.
- Certified Fund-Raising Executive (CFRE) designation considered an asset.
- Ability to travel and occasionally work evenings and weekends.

COMPETENCIES

- Relationship management and strong relationship builder. Strategic thinker with ability to influence and inspire others. Effectively aligns donor interests to RRU priority needs.
- Results focus; driven and ambitious. Entrepreneurial spirit and ability to think creatively to solve problems. Sees possibilities. Plans and executes effectively. A thoughtful and strategic program lead.
- Teamwork. Rolls up sleeves and helps others.
- Flexibility/Facilitating Change. Self-sufficient, self-starter. Persistence to grow a program. Ongoing curiosity.
- Communication. Articulate and open. Confident.
- Leadership. Capacity to grow and lead others. Values RRU's culture and adds value to teams.
- Client focus. Adept at managing a moves-management environment. Highly organized.

Rebecca Sharma, MA (she/her), Director of Advancement



Rebecca has over 20 years of progressive experience collaboratively leading and implementing successful fundraising teams, campaigns, and programs, while organizing engaging events, and fostering meaningful relationships with myriad stakeholders to realize social innovation and change.

Prior to joining Royal Roads in 2022, Rebecca has held senior positions in the charitable sector, leading high profile fundraising campaigns generating \$60M+ in philanthropic contributions towards transformational projects in BC's healthcare, social services, and arts sectors.

Outside the workplace, she is an active volunteer, a lifelong learner (most recently diving deep into the world of scuba diving!) and holds an MA in Leadership through Royal Roads University.