



WILLIAMSON
COLLEGE of the TRADES
— Founded 1888 —

Director of Major and Planned Gifts
Williamson College of the Trades
Media, Pennsylvania
www.williamson.edu

THE INSTITUTION

Mission, Vision, and Values

Williamson College of the Trades prepares deserving young men to be respected leaders and productive members of society. Through scholarships that fully meet each student's financial need, Williamson uniquely develops the entire student, spiritually, socially, and professionally, emphasizing moral, trade, academic, and Leadership education in a structured community based on Christian principles. The core values are faith, integrity, diligence, excellence, and service.

Williamson's ideals upon which Isaiah V. Williamson founded the College are as valid and relevant today as when the College was founded in 1888. In its beliefs, Williamson remains committed to these ideals:

Commitment to Our Heritage – We believe that young men who have learned a good mechanical trade, and who are intellectually and emotionally prepared, honest, frugal, entrepreneurial, temperate, and industrious, are certain to succeed in life, and to become useful and respected members of society. We believe that a values-based education helps to prepare graduates to be dependable, honest, and productive workers.

Commitment to Craftsmanship – We believe that work should be done to the best of one's ability, out of personal integrity. High expectations of achievement must never be compromised. We believe that work done to the best of one's ability is honorable. Through work well done we are better able to serve one another.

Commitment to Community – We believe all those associated with Williamson should be disciplined, honest, fair, confident, frugal, committed to excellence, and professionally skilled. We believe our work should manifest a spirit of unity and harmony, and that everyone should be treated with fairness, dignity, and respect. We believe that a culturally diverse campus setting enhances the quality of training, education, and campus life.

A Williamson Education

Williamson takes a unique approach to occupational education. Over the course of three years at the college, students receive a broad education that includes study of trade and technical theory in the classroom and realistic work projects. Students also receive academic instruction that is designed to contribute to their career success. This well-rounded training is intended to provide graduates with the skills necessary for success in a wide variety of career options, from positions in the trade and technical fields to employment as small business owners.

But training at Williamson goes far beyond the classroom, as students live in a carefully structured environment that includes daily chapel, work details, a dress code, and clearly defined rules and responsibilities. A Williamson education emphasizes the importance of moral values, industry, and quality workmanship. The goal is to foster in students the proper attitudes for success in life and on the job, including self-discipline, personal integrity, and reliability.

An independent, post-secondary, vocational-technical college, Williamson provides all students with full scholarships that cover tuition, room, and board, making Williamson the only college of its kind in the nation. In exchange for their education, students follow the College's rules and help with the food service and maintenance of buildings and grounds.

For 138 years Williamson has been using its unique approach to vocational education to prepare high-quality tradesmen and technicians. In the process it has gained a national reputation for producing graduates who have become expert craftsmen, successful businessmen, respected citizens, and recognized leaders in their fields.

Building for the Future Comprehensive Capital Campaign

Through generous, significant gifts from donors, the college exceeded the goal of \$60 million, officially reaching \$82.4 million during the 2016-2021 *Building for the Future* Comprehensive Capital Campaign. Two leadership gifts bookended the campaign: an \$11M gift that supported the doubling of capacity for our dining hall, investment in the Power Plant Program as well as the endowment, and a \$21.2M gift to build a Student Center on campus. These leaders in philanthropy were joined by a host of other generous friends, family, and alumni who made the campaign a success. A total of 43% of the Williamson Alumni contributed to the campaign.

Expanding Opportunities Comprehensive Capital Campaign

The 2021 - 2026 *Expanding Opportunities* Campaign was just completed and exceeded the initial fundraising goal of \$45 million by over \$20 million. More than 40% of alumni contributed to the campaign. The focus of the campaign was:

1. *Increase Enrollment* – Williamson has attracted and enrolled the same number of students for decades but is on the precipice of seeing new numbers of students gain the opportunity for a Williamson education with the introduction of new Educational Program. Our desire to extend Isaiah Williamson's vision to a greater number of deserving young men will require a collaborative and layered outreach strategy that illustrates a pathway towards a rewarding career.
2. *Enhance Retention* – While retention rates at Williamson are among the best in the nation, we will continue to pursue improvement without sacrificing our high standards. Driven by careful research, the college must harness initiatives to further increase retention and assess the effectiveness of those initiatives.
3. *Provide a Transformative Experience* – To keep pace with an ever-changing industry, Williamson will continue to explore innovative technologies, practices, facilities, and equipment. Williamson will seek new partnerships in offering expanded opportunities for our students and graduates as they boldly face the challenges ahead.
4. *Champion the Williamson Story* – In an increasingly diverse and rapidly changing environment, and particularly as the college grows, it will be critically important to forge impactful partnerships across higher education and the community to promote the Williamson mission and the student experience.
5. *Strengthen Resources* – The Williamson business model depends on funding to support longevity and sustain growth. We must continue to cultivate relationships within our community, potential donors, and supporting institutions to enhance public awareness of the college's unique mission. As the nature of philanthropy changes over time, Williamson must continue to diversify its revenue streams while broadening its supportive partnership base.

For additional information about Williamson College of the Trades, please visit their website, www.williamson.edu.

THE POSITION

Reporting to the Vice President for Institutional Advancement, the Director of Major and Planned Gifts is responsible for identification, cultivation and solicitation of individual major gifts and planned gifts. This position supervises the Advancement Officer and works in close collaboration with other members of the Advancement staff, board members, executive staff, and outside key contacts to develop prospects.

Specific Responsibilities

- Develop and manage a portfolio of qualified major and planned gift prospects, creating and executing comprehensive cultivation, solicitation, and stewardship plans.
- Develop and implement fundraising strategies that align with Williamson's strategic priorities. Prepare and maintain an annual written fundraising plan outlining individual revenue goals, objectives, and strategies for achieving them.
- Organize and lead the systematic review, qualification, and evaluation of major gift prospects. Utilize wealth screening and prospect research tools to analyze donor and prospect databases and identify philanthropic capacity.
- Supervise and mentor Advancement Officers, ensuring they meet established fundraising goals, performance expectations, and professional development objectives.
- Recommend the assignment of prospects to Advancement Officers and the Annual Giving Officer based on donor interests, relationships, and institutional priorities to maximize fundraising effectiveness.
- Meet established annual performance goals, including but not limited to:
 - Managing a portfolio of 125–150 qualified major gift prospects.
 - Conducting a minimum of 125 face-to-face or virtual substantive donor visits annually.
 - Soliciting approximately 80 major gift proposals each year.
 - Raising at least \$1 million in annual philanthropic revenue.
- Assume leadership responsibilities during comprehensive and capital campaigns, including campaign planning, volunteer leadership, division management, and major gift solicitations.
- Identify individuals with significant philanthropic and volunteer leadership potential. Develop donor profiles and written engagement strategies to cultivate long-term relationships.
- Collaborate with faculty and staff to identify institutional funding priorities and develop compelling major and planned giving opportunities.
- Maintain regular communication with faculty, administrators, and staff to coordinate fundraising activities and advance philanthropic support for institutional priorities.
- Identify, educate, and train faculty and staff who can effectively participate in donor cultivation and fundraising efforts.
- Plan and execute donor cultivation events and meetings for alumni and friends of Williamson. Establish fundraising objectives for each event and evaluate outcomes, including return on investment (ROI).

- Manage the institution's Planned Giving Program, including oversight of planned giving marketing initiatives and vendor relationships, such as Stelter.
- Grow membership in the Wanamaker Society (planned giving program) by securing and documenting a minimum of 10 confirmed planned gifts annually.
- Plan and conduct personalized campus tours and cultivation experiences for high-net-worth individuals. Develop and implement follow-up solicitation strategies for all attendees and invited prospects.
- Coordinate with advancement services, prospect research, and data management staff to support fundraising strategies and achieve departmental goals.
- Prepare and write donor stewardship reports, gift proposals, correspondence, and other fundraising materials.
- Maintain accurate and timely donor records, contact reports, and fundraising activity within Raiser's Edge or other approved constituent relationship management (CRM) systems.
- Produce regular reports on fundraising performance, including monthly summaries of donor activity, revenue generated, pending solicitations, proposal status, and contingency plans for declined or delayed gifts.
- Maintain current knowledge of fundraising best practices, philanthropic trends, planned giving strategies, and applicable tax and legal considerations through ongoing professional development.
- Perform other duties as assigned in support of the Advancement Office and the mission of Williamson.

Qualifications

- Appreciation and passion for the mission of the Williamson College of the Trades.
- Minimum of five (5) years of progressively responsible experience in major gifts, planned giving, or comprehensive fundraising, with a proven record of achieving fundraising goals.
- Demonstrated ability to build, cultivate, and sustain meaningful relationships with donors, volunteers, alumni, and other key stakeholders.
- Exceptional interpersonal, communication, and networking skills with the ability to engage individuals across diverse backgrounds and levels of influence.
- Thorough understanding of fundraising principles, major gift cultivation, solicitation, stewardship, and planned giving strategies.
- Experience utilizing prospect research and wealth screening tools to identify, qualify, and evaluate prospective donors.
- Proficiency with Raiser's Edge (Blackbaud) or comparable constituent relationship management (CRM) software.
- Proficiency in Microsoft Office Suite, including Word, Excel, and PowerPoint.
- Excellent organizational and project management skills, with strong attention to detail and the ability to manage multiple priorities simultaneously.
- Ability to work independently while collaborating effectively as part of a team.

- Ability to meet deadlines, adapt to changing priorities, and perform effectively in a fast-paced environment.
- Strong analytical, strategic planning, and problem-solving skills.
- Demonstrated discretion in handling confidential donor and institutional information.
- Commitment to ethical fundraising practices and adherence to donor confidentiality standards.
- Certified Fund Raising Executive (CFRE) credential preferred.
- Bachelor's degree required.
- Must be a licensed driver and be willing and able to travel and work some evenings and weekends when required.

For inquiries, nominations, and applications please contact:

Tara Sweeney, Partner

610-924-9100 • tsweeney@lambertassoc.com



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Lambert & Associates

222 S Manoa Road, Suite 201 • Havertown, PA 19083 • 610-924-9100

www.lambertassoc.com