

RECENT DEVELOPMENTS



Recent Placements

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Consultant
Grenzebach Glier & Associates

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Dean of Development
Montserrat College of Art

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Director of Individual Giving-Simon School of Business
University of Rochester

Robert Jackson
Leadership Gifts Officer
Spelman College

Monica Lewis
Regional Director of Major Gifts
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Cheryl Merritt
Regional Director of Development
Washington University in St. Louis

Darcy Nolan
Major Gifts Officer
Colby College

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Regional Director of Development
Washington University in St. Louis

Fidelity Gift Fund CEO Offers Insights to Fund's Strengths; Ways to Communicate with Donors

Earlier this year [Nonprofit Quarterly's](#) Rick Cohen interviewed Sarah Libbey, Chief Executive Officer for Fidelity Investment's enormously successful Charitable Gift Fund. The resulting article -- "[Fidelity's Charitable Gift Fund Shows Well in Recession](#)" -- offers a fascinating glimpse into the growing fund and provides insights on ways nonprofits can engage the fund's donors.

Information we found particularly interesting includes:

- Despite the tough economy, the Fidelity Gift Fund grew by 20 percent (\$1.2 billion) in the 12 months prior to the article's publication;
- Grantmaking increased 9 percent (\$1.1 billion);
- The fund has made it easier for more donors to participate by lowering the cost of setting up a fund to \$5,000 and lowering the cost of the minimum size grant to \$50;
- Fidelity has 52,000 donor advised funds and distributes money through more than 298,000 grants;
- The majority of the fund's donors are not current Fidelity investment clients.

What should development people know about these donors? Libbey provides a wealth of information, such as:

- They are "very self directed" and are comfortable using the Internet to make their charitable choices; in fact, the majority of donor transactions are made online;
- A survey of Fidelity donors found "they are likely to give 10 times more money to groups where they volunteer than to others." Because of this, Libbey encourages nonprofits to design alluring volunteer opportunities to attract potential donors;
- On event pledge cards, make sure there's language telling participants how to pledge from a donor advised fund;
- Donors do their own research and reference GuideStar, which is a much-used tool on the Fidelity website. Libbey recommends that development officers keep this in mind when submitting their nonprofits' information to GuideStar.

New Research Highlights Preferred Giving Vehicles of Different Age Groups

The current abundance of media vehicles such as Twitter, Facebook, and

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Internet leave all of us wondering -- what is the best way to engage donors? For those of us who wistfully remember the days when direct mail was the only game in town, we were happy to see the results of an excellent study that offers an in-depth look at the ways different generations give. The study was conducted by Convio, a Texas technology company that specializes in software solutions for nonprofits.

More than 1500 people who contributed to charity in the past year were polled to learn how different age groups find and support nonprofits. The study measured the popularity of the range of appeal vehicles, including checkout donations, check by mail, gift shops, websites, fundraising events, tribute gifts, third party vendors, phone, monthly debit, mobile text and cell phones.

As past research indicates, the study found older people tended to gravitate towards sending a check in the mail while younger people were more comfortable using newer technologies. However, this research also highlighted useful subtleties, for instance:

- People give more -- and support more nonprofits -- as they age. Generation Y (those born between 1981 to 1991) give an annual average of \$341 to an average of 3.6 organizations while Matures (those born before 1945) give an average of \$1,066 to an average of 6.2 charities;
- Giving through the mail is the preferred way for Matures to contribute and is slightly more popular than other vehicles among Baby Boomers (born between 1946 and 1964);
- Among Generation X (1965 to to 1980) and Generation Y, there was no giving vehicle that clearly predominates;
- Website giving ranged from 25 percent among Mature participants to 35 percent for Generation X participants;
- Recent natural disasters, such as the Haitian earthquake, have raised the awareness of cell phone donations and 36 percent of the study's participants said they'd be willing to donate using text messaging after an emergency;
- The study demonstrates the importance of using multi-channel messaging in reaching donors. Younger generations are using the range of vehicles to donate and donors of all ages are learning about favorite nonprofits through a combination of media (for instance, Facebook invitation, direct mail, and website).

This news item is based on a summary of the study published in the *Chronicle of Philanthropy's* March 25 issue. Subscribers can read "[When It Comes to Appeals, Charities Need to Work on Filling the Generation Gap," a New Study Finds](#)" online. Nonsubscribers can find the *Chronicle of Philanthropy* at most academic and large public libraries.

The complete study, "[The Next Generation of American Giving](#)," is available for download by registering at www.convio.com.

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BOSTON**

Boston, MA

[Senior Major Gifts Officer](#)

**DANA-FARBER CANCER
INSTITUTE**

Boston, MA

[Assistant Vice President of
Individual Giving](#)

**INTERNATIONAL
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**INTERNATIONAL FUND FOR
ANIMAL WELFARE**

Yarmouth Port, MA

[Vice President of Philanthropy](#)

**INTREPID SEA, AIR & SPACE
MUSEUM**

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SPELMAN COLLEGE

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**UNIVERSITY OF CHICAGO-
BOOTH SCHOOL OF
BUSINESS**

Chicago, IL (Position based in
NYC)

[Director of Individual Giving-
East Coast](#)

**VAIL VALLEY MEDICAL
CENTER**

Vail, CO

[Vice President of Development
and Marketing](#)

CHILDREN'S HOSPITAL TRUST

Senior Major Gifts Officer

Boston, MA

The mission of Children's Hospital is to provide the highest quality healthcare; be the leading source of research and discovery; educate the next generation of leaders in child health; and enhance the health and well being of the children and families in the local community.

Children's Hospital was established as a hospital for poor urban children in 1869, and has grown from 20 beds to its current 397 beds. For 140 years, Children's Hospital has been delivering on its vision of advancing pediatric care with an impressive list of medical innovations, from the first successful remission of leukemia in 1947 to its more recent correction of a heart defect in a fetus.

Children's Hospital is New England's regional referral pediatric center and a safety net hospital for the most critically ill children and those from low-income families. It partners with the community to address the most pressing health care needs in surrounding neighborhoods. The hospital trains more pediatricians and has the largest research program of any other pediatric hospital.

The Senior Major Gifts Officer is responsible for managing a portfolio of 125-150 prospects, working independently as well as part of a team. S/he will directly interact with faculty and program directors and will support one or more clinical departments under the Assistant Vice President's supervision. The SMGO will conduct personal visits and other meaningful interactions to qualify, cultivate, solicit, and close gifts ranging between \$50K and \$250K as well as provide stewardship to his/her donors. [More information.](#)



INTREPID SEA, AIR & SPACE MUSEUM
Vice President for Institutional Advancement
New York, NY

The Intrepid Sea, Air & Space Museum is one of America's leading historic, cultural and educational institutions, hosting over 900,000 visitors from around the world each year. Through the museum's exhibits, educational programming and special events, visitors experience her rich history of service and learn about the humanity behind the hardware.

Opened in 1982, the Museum is centered on the aircraft carrier Intrepid, one of the most successful ships in U.S. history, and now one of the most unique attractions in New York City. Launched in 1943 during WWII, and subsequently serving in the Cold and Vietnam Wars, as well as in peacetime as a NASA recovery vessel for the Mercury and Gemini missions in the 1960s, the USS Intrepid earned a reputation for strength and resolve, heroism, and scientific achievements. Today, the mission of the Intrepid Sea, Air and Space Museum is to honor our heroes, educate the public and inspire our youth.

The position of Vice President, Institutional Advancement will be responsible for building a development department that oversees individual gifts, planned giving, corporate fundraising and foundation relations, annual support, major membership and, in collaboration with others, capital fundraising and Board development. The VP will strategize, direct and oversee all private fundraising initiatives, including annual unrestricted and program operating support, as well as ongoing capital and endowment campaigns. [More information.](#)



INTERNATIONAL FUND FOR ANIMAL WELFARE
Vice President of Philanthropy
Yarmouth Port, MA

The International Fund for Animal Welfare (IFAW) is one of the world's leading animal welfare organizations with offices in 16 countries and a global headquarters on Cape Cod. IFAW is committed to improving the welfare of wild and domestic animals by reducing their commercial exploitation, protecting wildlife habitats, and assisting animals in distress -- animals benefiting from the work of IFAW range from the tigers of Tibet to the dogs

and cats of the United States.

IFAW is seeking an accomplished development professional capable of taking the Fund's development program to the next level of fundraising excellence, mentoring and leading a staff, and designing and implementing a fundraising strategy that will be effective in countries around the world.

The selected candidate will report to the COO and will serve on the organization's Executive Management Team. This position requires a solid track record in major gifts solicitation, familiarity with the array of development functions, and a minimum of seven years management experience. The ideal candidate will have served as a Chief Development Officer leading a mid-size team (10 to 30 staffers) and have international philanthropy experience. [More information.](#)



UNIVERSITY OF CHICAGO-BOOTH SCHOOL OF BUSINESS
Director of Individual Giving-East Coast
Chicago, IL (Position based in New York City)

The second oldest business school in the world, the Booth School of Business is also considered one of the world's finest. Booth strives to provide students with a rigorous, discipline-based approach to business education, enabling them to become confident, effective, and respected business leaders. Consistently ranked as one of the best business schools in the nation by *BusinessWeek*, *Wall Street Journal*, *Forbes*, and *U.S. News and World Report*, Booth has the distinction of employing six Nobel Prize-winning faculty members and maintaining campuses on three continents --North America, Asia, and Europe.

The Director of Individual Giving/East Coast leads development strategy, initiatives, and efforts for the East Coast and supervises the other East Coast-based officers. This position will focus on prospects with capacity for gifts between \$100,000 and \$1 million. This position will be based in New York. [More information.](#)

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