



## Evans Scholars Foundation

# DIRECTOR OF DEVELOPMENT

### ABOUT THE WESTERN GOLF ASSOCIATION / EVANS SCHOLARS FOUNDATION

The [Western Golf Association \(WGA\)](#) was founded in 1899 to promote golf in the western region of the United States; today, its championships rank among the oldest and most prestigious in the world. In addition to operating competitive golf events, the WGA promotes the use of youth caddies nationwide and supports the Evans Scholars Foundation.

In 1930 the WGA and celebrated amateur golfer Charles “Chick” Evans, Jr., established the Evans Scholars Foundation (ESF). ESF administers the nation’s largest scholarship program for caddies, awarding full tuition and housing scholarships to high-achieving caddies with limited financial means. Currently, more than 1,040 Scholars are enrolled at 19 universities, where they live and work in community at ESF-operated Scholarship Houses. ESF awarded 285 scholarships in 2020; 33 percent were awarded to women, and 38 percent were awarded to first generation college students. More than 11,300 men and women have graduated as Evans Scholars.

With tuition rates on the rise, paying for college has become increasingly difficult for many families. In recent years, record numbers of caddies have applied for the Evans Scholarship, showing that the need is greater than ever. To meet this challenge, ESF has grown its scholarship program from 825 scholars in 2011 to 1,040 in 2020. ESF is also exploring offering partial scholarships to meet the needs of more deserving young caddies.

#### Key Facts

\$41 million+ raised in 2019

60 full-time staff

95% graduation rate for Scholars

#### Mission

The Western Golf Association conducts championships for professional and amateur golfers, promotes the use of youth caddies and supports the Evans Scholars Foundation's efforts to award full tuition and housing college scholarships to high-achieving caddies with limited financial means.

#### Visit



Today, 35,500 Par Club donors serve as the primary source of support for Evans Scholarships. The program's growth has largely been driven by the Match Play Challenge; this major gift initiative has generated more than \$100 million since launching in 2011. The Foundation is also the sole beneficiary of the BMW Championship, a PGA TOUR FedExCup Playoff event conducted by the Western Golf Association.

ESF launched its first-ever comprehensive campaign in late 2016, and is now in the fourth year of what will be a six-year effort to raise \$300 million to support:

- **Scholars:** strengthening its annual operating campaign in order to maintain support of at least 1,000 scholars annually living in community;
- **Programs:** developing the ESF Program on the East and West Coasts by establishing new chapters;
- **Future:** bolstering the endowment to secure the future of the Evans Scholars Program;
- **Community:** expanding the Caddie Academy program and investing in development of a formal Life Skills & Career Development Program for Evans Scholars.

After achieving its goal of 1,000 Scholars in school a full year earlier than planned, ESF recently launched a strategic planning process in partnership with Bain & Company to develop ambitions that will guide the Foundation's work in the lead-up to its centennial in 2030.

## ABOUT THE DIRECTOR OF DEVELOPMENT

Reporting to the Vice President of Development, the Director of Development will secure major gifts from individuals in support of ESF. They will work closely with ESF leadership and the development team to determine effective, donor-centric strategies to solicit six- and seven-figure gifts. This Director will manage a portfolio of approximately 170 current donors who give between \$2,500 and \$50,000 annually, with a total portfolio value around \$750,000.

## MAJOR OBJECTIVES

Within the first 12 to 18 months, the Director of Development will achieve the following major objectives:

- Quickly establish trust and confidence with ESF staff, volunteers, alumni, Western Golf Association (WGA) Directors, and leaders at golf clubs through capable leadership and authentic engagement of individuals in their donor portfolio.
- Achieve a 90%+ renewal rate from assigned Match Play Challenge donors, secure up to \$500,000 in campaign commitments, and develop a donor outreach strategy that



produces an average of 10 to 12 unique in-person and/or virtual meetings monthly.

- Embrace the high-performance, data-driven culture of ESF and be readily conversant about the case for donors to support the organization’s funding priorities.

## RESPONSIBILITIES

The Director of Development will have primary responsibility for:

- Developing, owning, and maintaining key relationships with major gift donors and prospects with the goal of renewing annual support at minimum, and moving donors along a strategic pipeline to qualify and solicit for leadership gifts.
- Creating a plan for unassigned donors within certain groups (Alumni, WGA Directors, etc.) that have the potential to give at a higher level.
- Identifying new prospects through existing donor connections and networks and researching clubs, organizations, and individuals to identify potential new funding sources.
- Leading, implementing, and participating in major gift calling programs, including Alumni calling programs such as “Challenge Within a Challenge.”
- Maintaining lists to assign to calling officers and volunteers; managing volunteers to leverage gifts.
- Compiling and organizing current and past data to develop thorough, metric-based reports on major gift calling programs and various other fundraising initiatives.
- Collaborating with ESF colleagues to co-sell, staff, attend, and provide day-of logistical assistance for benefit events (Green Coat Gala, golf events, etc.).
- Organizing solicitation drives for pledges of ongoing support from individuals.
- Encouraging individuals to establish or contribute to special funds through endowments, named scholarships, and planned gifts.
- Supporting ESF colleagues in the recruitment of WGA Directors.
- Coordinating with the Administration department to prepare acknowledgement letters and accurately maintain constituent records.



## QUALIFICATIONS

The ideal Director of Development will bring most of the following qualifications:

- Strong belief in and commitment to ESF's mission and vision.
- A drive to meet, understand, and establish genuine relationships with supporters of ESF is required; knowledge and enjoyment of the game of golf would be an advantage.
- A minimum of three years of professional experience in successful major gift fundraising, wealth management, and/or sales, with experience securing five- and six-figure philanthropic gifts.
- A valid driver's license with the ability and willingness to travel up to 50% time.
- Ability to design, implement, and execute a fundraising plan, including individualized cultivation, solicitation, and recognition strategies; planned giving experience is preferred.
- Ability to work independently and collaboratively as part of a dynamic team.
- Outstanding interpersonal skills with the ability to navigate complex relationships and interact comfortably with ESF caddies, alumni, volunteers, philanthropists, and/or golf professionals.
- Strong writing, presentation, and storytelling skills, with the ability to persuasively convey the mission of ESF in individual and group settings.
- A proactive approach to scheduling one's own calendar, including donor visits, touchpoints, and check-ins, while providing timely follow-up with donors, ESF staff, and other constituents.
- Excellent organizational skills, with the ability to juggle multiple projects and lists at once, prioritize best opportunities for revenue, and present data to donors and internal teams.
- Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Knowledge of Microsoft Office Suite; CRM systems such as Raiser's Edge, and internet software.
- A bachelor's degree is required.



## APPLICATION

Evans Scholars Foundation has retained Campbell & Company to identify qualified and interested candidates for the Director of Development. The team for this project includes Colleen Rogers, Joey Scheiber, and Kris McFeely. To be considered for this opportunity, please send a letter of interest and resume to:

### JOEY SCHEIBER

Consultant, Executive Search

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Evans Scholars Foundation is an equal opportunity employer.



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