



## Evans Scholars Foundation

# VICE PRESIDENT 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



## EVANS SCHOLARS FOUNDATION | VICE PRESIDENT OF DEVELOPMENT

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 VICE PRESIDENT OF DEVELOPMENT

The Vice President of Development is a key leader on the Evans Scholars Foundation's development team. They will report to the Senior Vice President of Programs, Strategy & Development, and serve as a liaison to the Senior Staff and Board Committees. The Vice President will manage a development staff of seven that generates more than \$30 million in annual operating support through major gifts, planned giving, alumni, events, foundation giving, and prospect and data management. They will coordinate solicitation strategy with the major gifts team, and provide reporting on development team activity to the Senior Vice President, Senior Staff, and relevant Board and Campaign Committees.

In addition to providing strategic oversight for the development team, the Vice President will be a driver of major gift revenue for ESF. They will carry a portfolio of approximately 160 donors and prospects, with a goal to increase giving at the leadership level and identify new prospects through networking with donors and prospects. The Vice President will also staff the Senior Vice President and the CEO in their solicitation efforts, drafting materials and briefings in order to adequately prepare them for donor engagements at the highest giving levels. The Vice



President will be a key staff leader in exceeding the goal set forth for *The Promise Campaign*, and ensuring that momentum from the campaign continues beyond its completion.

## MAJOR OBJECTIVES

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

- Increase the total number of donor commitments at the major and leadership gift levels, whether through new or increased commitments to ESF.
- Continue to increase the percentage of Match Play Challenge (annual gifts of \$2,500 or more) renewals year over year.
- Guide the ongoing growth of the development team, both through recruitment of new staff and increased revenue generation.
- Serve as a key fundraising leader in the final two years of *The Promise Campaign*.

## RESPONSIBILITIES

The Vice President of Development will have primary responsibility for:

- Managing a growing team of seven high-performing development staff.
- Working in partnership with the Senior Director of Operations to compile and present weekly reports on development team activity to the Senior Vice President and other senior staff.
- Driving major gift revenue for ESF, providing strategy, communications, and oversight for the overall prospect pool; coordinating strategy with direct reports on leadership and major gift solicitations.
- Partner with existing donors and volunteers, including ESF Alumni and WGA Directors, to identify new donor prospects, and develop and execute cultivation and solicitation strategies.
- Developing and stewarding key relationships with major gift donors and prospects to ensure their ongoing support of ESF and *The Promise Campaign*.
- Partnering with the Senior Vice President and the CEO on large scale principal or leadership solicitations, preparing materials and pre-briefs so that they are adequately staffed in advance.
- Managing relationships with the annual goal of moving donors along a strategic pipeline to qualify and solicit for leadership gifts.



- Serving as a liaison to Board and Campaign Committees, and speaking on behalf of ESF at Selection Meetings, Events, and Committee Meetings

## QUALIFICATIONS

The ideal Vice President of Development will bring most of the following qualifications:

- Strong belief in and commitment to ESF’s mission and vision.
- A minimum of seven years of fundraising experience, preferably with significant major gifts experience. Related experience in sales, marketing, or client development is also acceptable, especially if coupled with development experience.
- Prior experience managing a team of high-performing development officers; a “player-coach” management style with the ability to use data to guide strategy and motivate staff.
- Past experience soliciting and securing six- and seven-figure gifts and/or client engagements; strong ability to establish, steward, and grow relationships with donors and/or clients.
- Prior experience with successful fundraising campaigns would be a distinct advantage.
- Excellent communication skills, both written and interpersonal, with the ability to identify and share compelling stories in support of ESF’s mission.
- The ability to deliver results while giving and receiving feedback in a constructive manner; the skills to present information succinctly to senior staff and Board Committees.
- Ability and willingness to travel up to 50% time; must have a valid driver’s license.
- An eagerness for continuous learning and professional growth.
- The ability to work independently, in a proactive and efficient manner, while also serving as a leader on the development team; able to adapt quickly to develop creative strategies for outreach when in-person meetings are not feasible.
- An organized approach, with the capacity to succinctly present comprehensive data to donors and internal teams.
- The dexterity to manage multiple projects and donor prospect lists simultaneously, while prioritizing the best opportunities for revenue generation.
- Ability and personality to interact comfortably with ESF caddies and alumni, volunteer leadership, philanthropists, golf club members, and golf professionals across the country.
- Knowledge and enjoyment of the game of golf is an advantage.
- A bachelor’s degree is required.



## APPLICATION

Evans Scholars Foundation has retained Campbell & Company to identify qualified and interested candidates for the Vice President 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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