



TRINITY WESTERN
UNIVERSITY



Opportunity Profile

DIRECTOR OF MAJOR GIFTS
TRINITY WESTERN UNIVERSITY

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Trinity Western University (TWU) is seeking a relational servant leader and development professional to join their team as Director of Major Gifts.

The Director of Major Gifts plays a key role in the overall growth of philanthropy at TWU. Working collaboratively with the Development Team, the Director of Major Gifts builds and stewards mutually beneficial relationships of increasing value and purpose among individuals within the TWU donor community. The Director of Major Gifts will have a leadership role in the strategy, planning, and stewardship of his/her assigned prospects.

As key ambassadors of TWU, University Advancement staff aspire to the highest standards of achievement, accountability, and excellence in communications, offering their various gifts and expertise to advance the reputation of TWU as Canada's premier Christian Global Liberal Arts University.

University Advancement supports the ongoing transformation of the University by connecting individuals, foundations, and broader networks to God's work of transformation in the lives of our students, faculty, and staff.

If you are a fundraising professional with a passion for donor stewardship, and a set of convictions that align with the mission of TWU, we would love to connect with you.



OUR STORY

In 1957, a small group of people had an extraordinary vision to establish a distinctly Christian university in Canada.

The vision began when the Evangelical Free Churches of America (EFCA) appointed a committee to explore founding a liberal arts college in the Fraser Valley. Christian educator and church leader David Enarson was one of the guiding members of the committee and had a vision for an accredited Christian university. Members of the committee purchased the Seal Kap dairy farm in British Columbia's Fraser Valley and developed plans to build the college. The dream finally took off when Trinity Junior College opened in 1962.

Since those first days, Trinity Western has held a unique vision for Christian liberal arts and sciences education in Canada. The first president, Dr. Calvin B. Hanson (1962-1974), helped shape the early vision. Two decades later, with 800 students enrolled, the college achieved two important milestones. In 1984, under the leadership of TWU's second president, Dr. R. Neil Snider (1974-2006), Trinity Western was granted full membership into the Association of Universities and Colleges of Canada (AUCC), and in 1985, the British Columbia legislature renamed the Trinity Western College Act the Trinity Western University Act, establishing TWU as a university.

The next milestones for the University included incorporating ACTS Seminaries and the School of Graduate studies, which offer masters and doctoral programs in theological studies, counselling psychology, and the humanities.

TWU is now Canada's premier global Christian university and a leader in liberal arts education offering undergraduate, graduate, and doctoral degree programs. As reported in educational surveys carried out by The Globe and Mail University Report and Maclean's magazine, TWU has earned national recognition for its overall quality of education. TWU has two Canada Research Chairs: Canada Research Chair in Person-Centred Outcomes and Canada Research Chair in Cardiovascular Adaptation to Exercise.

Today, in addition to the programs offered at the main Langley, BC campus, Trinity Western University provides a wide array of degree and non-degree learning experiences at its satellite campuses and through its various schools and institutes.



OUR MISSION

The mission of Trinity Western University, as an arm of the Church, is to develop godly Christian leaders: positive, goal-oriented university graduates with thoroughly Christian minds; growing disciples of Jesus Christ who glorify God through fulfilling the Great Commission, serving God and people in the various marketplaces of life.

OUR VISION

Every graduate is equipped to think truthfully, act justly, and live faithfully for the good of the world and the glory of God.

OUR VALUES

- Obeying the Authority of Scripture
- Pursuing Faith-Based and Faith-Affirming Learning
- Having a Transformational Impact on Culture
- Servant Leadership as a Way of Life
- Striving for Excellence in University Education
- Discipling in Community
- Practising Christian Hospitality

KEY RESPONSIBILITIES

Major Gift Portfolio Management

- In collaboration with the Senior Vice President of Advancement, design and implement an effective strategic plan for stewarding a major gift portfolio.
- Manage and grow a portfolio of donors capable of contributing \$10,000 - \$500,000 annually.
- Participate directly in prospecting, cultivating, soliciting, and stewarding donor gifts.
- Coordinate activities with the VP of Development, Planned Giving and other major gifts officers, ensuring prospects and donors are appropriately involved in University-wide events and activities as appropriate.



Donor Analysis & Data Management

- Identify new prospects and opportunities for philanthropic support as appropriate.
- Continuously update the prospect management database with relevant information related to donor strategies, contacts, and results.





- Report on the effectiveness of the strategic plan for the respective major gift portfolio.

Advancement Collaboration

- Build relationships with departments, schools, and faculties to identify opportunities for collaboration, partnership, and fundraising initiatives.
- Work collaboratively with the Advancement Team to implement events and initiatives that build, maintain, and involve the broader TWU community to support the University's vision, mission, and goals.



TWU Alignment & Growth

- Develop a deep knowledge and understanding of TWU's priorities, needs, culture, community, academic and co-curricular strengths.
- Appropriately steward donors in a timely manner in accordance with University Development procedures.
- Uphold the University's giving policies and procedures.
- Enhance professional skills through seminars, conferences, training, and individual mentoring.
- Assist in special projects as needed.



SKILLS & ABILITIES

- Passion for fundraising.
- Broad knowledge of the principles of fundraising.
- Able to participate in all aspects of the gift cycle: initiate contact with potential donors; develop appropriate cultivation strategies for them, including working with other volunteers and University administrators and faculty; move potential donors in an appropriate and timely fashion towards solicitation and closure; make solicitations when appropriate; maintain stewardship contacts with donors.
- General knowledge of tax laws that affect charitable giving, personal assets, and estates.
- Superb oral, written, and interpersonal skills.
- Well-informed, positive, and engaging ambassador of the University's vision to equip graduates for life.
- Highly relational and a natural networker with an ability to build positive relationships with people from a variety of backgrounds.
- An exceptional team player, multi-tasker, and able to take initiative.
- Discerning, ethical, and wise; able to strategically navigate through challenging conversations.
- Excellent time management skills with the ability to handle budget and schedule pressures.
- Able to work independently and travel frequently.

QUALIFICATIONS

- A post-secondary degree, required.
- 5+ years of fundraising experience or similar role experience.
- A record of success in cultivating gifts of \$10,000 or more.
- CFRE designation, required.
- Mature and committed as an evangelical Christian leader with a keen desire to serve in work, church, family, and the community.
- A firm commitment to TWU's Mission, Core Values, Community Covenant, Statement of Faith, and Vision.

OUR SEARCH TEAM



mark@nelsonandkraft.com
778.982.4427

MARK KRAFT LEADING THE SEARCH

Mark is a trusted and sought-after executive search leader, with over 20 years of combined experience in the public and private sectors. Bringing a deep level of care and commitment to his clients, Mark has successfully led over 100 executive talent searches across Canada, for roles ranging from CEO to CFO, to COO. With his breadth and depth of experience, Mark has become a respected advisor and go-to expert for non-profit, charity, and faith-based organizations looking to source top executive talent.



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604.614.2665

SHAWN PLUMMER SUPPORTING THE SEARCH

Shawn is a senior executive who, after 22 years in international relief and development, most recently served as President & CEO of Food for the Hungry Canada. With invaluable program and leadership experience, a history of managing large teams, as well serving as a board member himself, Shawn is well equipped to come alongside your organization to ensure you have the right leadership team in place to drive your future success.



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613.355.1412

MATT ROBBERSTAD SUPPORTING THE SEARCH

Matt is an accomplished Talent Acquisition Manager with a strong background in the non-profit sector. With over a decade of leadership experience in recruitment and retention, he has a proven record of success. Matt has effectively managed end-to-end recruitment processes for a wide range of positions at Christian Horizons, a major faith-based developmental service organization in Canada. His extensive expertise in recruitment and selection enables him to identify the ideal candidates for various organizational roles.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline and details for this search:

Location: Langley, BC

Application Deadline: February 12, 2024

Short List Interviews: March 2024

Start Date: TBD

Salary Range: \$90,000 - \$110,000

HOW TO APPLY

Apply online at nelsonandkraft.com/jobs with your cover letter and resume. You must be eligible to work in Canada.

Nelson/Kraft & Associates Inc. is an executive consulting firm that specializes in working with not-for-profits and for-profit businesses across Canada, assisting them in the placement of senior executives and directors.

Nelson/Kraft & Associates Inc. welcomes and encourages all interested applicants to apply for this position and is committed to the principles of diversity and inclusion in its hiring practices, and will only make distinctions among interested applicants in accordance with the applicable Human Rights legislation.

Nelson/Kraft & Associates Inc. also welcomes and encourages applications from candidates with disabilities. Accommodations are available on request for candidates taking part in the selection process. If you require disability-related accommodation during the recruitment process, please contact us.