



Burgundy Farm Country Day School
Director of Advancement
Alexandria, Virginia

The School:

Burgundy Farm Country Day School (www.burgundyfarm.org), a PreK-8 coeducational day school serving 280 students, is seeking a director of advancement for July 2010. Burgundy, founded in 1946, is a progressive school that operates with the belief that children learn best in an inclusive, creative, and nurturing environment that engages the whole child. Burgundy's innovative, hands-on approach to education cultivates independent thinking, promotes academic excellence, instills respect for diversity, and teaches responsibility for self, for others, and for the natural world. This is a school where the mission is strong and clearly evident throughout. The first integrated school in Virginia and a former parent-cooperative school, Burgundy has a historical and deep commitment to diversity and to collaboration among parents and staff.

The school's main campus in Alexandria, VA on a former dairy farm just outside the DC beltway, wonderfully belies its metropolitan proximity. Twenty-five wooded acres with nature trails, farmyard animals, pond, and barn, and school buildings that interact well with the natural environment create an inviting pastoral setting and enable numerous hands-on environmental activities. The school's second campus, the Burgundy Center for Wildlife Studies at Cooper's Cove, West Virginia, is a unique, cooperative learning environment. It is an integral and treasured part of Burgundy. Cooper's Cove is a 500-acre wildlife preserve, two and a half hours away in a remote Appalachian valley.

The Opportunity:

Burgundy seeks a director of advancement who will match the energy, innovation, and enthusiasm of this school community. The director reports to the Head of School, is a member of the administrative team and serves as the staff liaison for the Development Committee of the Board of Trustees. Prior to the tenure of the current head of school, BFCDS was a school community that was not comfortable talking about money, and while there have been recent successes in developing a stronger culture of philanthropy, continued efforts are essential as the school continues to move forward. The school's leadership is currently developing a campus master plan and specifically working with an architect on plans for a new art and science building which will be the focus of a near-future capital campaign. The Development Committee of the Board is currently examining feasibility study options. Thus, the new director of advancement will join the school's leadership team at an exciting time, as the school will be poised to launch a campaign with good preparation and foundation and a strong commitment from leadership in place to encourage a successful venture. The head of school and

Board are eager for a strong school advancement director with successful experience in major fundraising to lead and manage them in their development efforts.

Responsibilities

Responsibilities include leadership and coordination of all fundraising, major events and communications. In addition to supervising two staff, the director will help coordinate volunteers, who are used extensively in both leadership and support of the school's advancement efforts. Specifically, the Director of Advancement will:

- Coordinate the strategic planning and implementation of fund-raising programs to support the institution, including: annual giving; planned giving; corporate and foundation giving.
- Develop and coordinate all aspects of the major gifts campaign.
- Develop and maintain a complete program of research into, and an action plan of solicitation of, the school's key prospects.
- Oversee a coordinated website, publications and printing program that will communicate most effectively with school constituencies, including alumni, and support enrollment and retention.
- Supervise marketing and public relations programs to promote the school.
- Supervise planning and execution for major events such as the Gala and Fall Fair, utilizing staff and volunteer leadership.
- Lead and coordinate the Head of School and Development Committee's advancement efforts and strategy.
- Develop a plan to increase alumni and parental support of, and involvement in, the institution.
- Develop and lead a professional and volunteer staff to carry out the activities of this office.
- Serve as staff liaison for the Development Committee of the Board of Trustees, as well as a liaison to the Parents' Association, and the Alumni Association.

The successful candidate will be an enthusiastic, experienced school advancement professional who is eager to continue to strengthen an immature development program in an "all-hands-on-deck" school environment. The ideal candidate will have strong capital campaign experience and experience in a small-shop school advancement office where setting and managing priorities well has led to success.

For Consideration:

Please send a Resume and Letter of Interest to:

Jane Foote or Bill Lyons, *Managing Partners*

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