

# Pratt

Brooklyn, NY

## Major Gifts Officer

### The Opportunity

Globally recognized for its distinguished academic reputation, [Pratt Institute](#) is one of the most prestigious independent specialized colleges in the United States. Pratt's interdisciplinary programs – in architecture, art and design, information and library science, and liberal arts and sciences – are consistently ranked among the best by *U.S. News & World Report*, *The Princeton Review*, *Design Intelligence*, and others. Pratt's inspirational campus in the beautiful Clinton Hill section of Brooklyn and in Manhattan on West 14th Street places it in one of the world's multicultural epicenters for arts, culture, design, and business and provides its students an exceptional learning and working environment that extends beyond its campus.

Celebrating its 125<sup>th</sup> year, Pratt is at a pivotal moment in planning for future generations of students and global citizens. To help support Pratt's essential vision and ambitious goals, the Office of Institutional Advancement is strategically expanding its team. Pratt has retained [Freeman Philanthropic Services, LLC](#) to assist in recruiting the Major Gifts Officer.

The Major Gifts Officer is responsible for managing a portfolio of 200 major gift prospects. The Officer will be expected to identify, qualify, cultivate, solicit and steward major gift donors and prospects, and must be able to enthusiastically and accurately represent Pratt to a variety of constituents including board members, major donors, prospects and other friends of the Institute.

The officer works collaboratively with other Institutional Advancement and Pratt staff members, and in support of board members, to cultivate and solicit donors for Institute-wide priorities. The officer monitors all prospect contacts to ensure positive and purposeful prospect and donor relations, and recommends and assists with programming involving the President, Vice President for Institutional Advancement, Director of Major Gifts, senior Pratt staff members and board members.

### Responsibilities

Reporting to the Director of Major Gifts, the Major Gifts Officer's responsibilities include:

- Develop appropriate cultivation and solicitation strategies for donors and prospects, moving potential donors in an appropriate and timely fashion toward solicitation and closure
- Participate in all aspects of the gift cycle, working independently in initiating contacts with potential donors
- Solicit gifts and support the solicitations of others, as appropriate
- Maintain stewardship contacts with donors; maintain sensitivity to needs of the donors

- Make decisions about cultivation time committed vs. expected gift; determine who needs to be involved in relationships with prospective donors
- Work with appropriate members of Institute and Institutional Advancement staff in developing donor proposals, acknowledgments and stewardship materials
- Assist in the long-range planning of the Major Gifts group

## **Desired Qualifications & Experience**

- Five to seven years successful experience in major gift fundraising, preferably in higher education
- Knowledge of Planned Gift and estate planning a plus
- Excellent writing, organizational, interpersonal and research skills
- Intelligence, maturity and sound judgment necessary for interacting with major donor prospects, trustees, faculty and staff
- Ability to work independently and manage multiple complex tasks simultaneously
- Strong project management skills and a demonstrated ability to set and complete priority projects under deadline
- Ability to understand the needs and interests of leadership and major gift donors in order to develop relationships between them and Pratt Institute
- Interest in all aspects of education and a dedication to promoting Pratt's fundraising priorities through developing excellent relationships with faculty, senior academic leaders, trustees, volunteers, and the Institutional Advancement department
- Successful experience in developing cultivation and solicitation strategies and soliciting gifts
- Proficiency in Microsoft Word, Excel, PowerPoint, and Raiser's Edge or similar database system
- Bachelor's Degree, Masters preferred
- Ability to work occasional evenings and weekends and travel as needed

## **Compensation**

The compensation and benefits package will be competitive and commensurate with the successful candidate's background and experience.

## **Freeman Philanthropic Services (FPS)**

FPS is a national leader in executive recruitment for the not-for-profit sector and brings a proven track record of recruiting top talent to diverse institutions. Please visit our [website](#) for more information about this recruitment and our work.

## **Confidential Inquiries & Applications**

Please send all confidential inquiries, applications, and nominations directly to FPS via e-mail at [PrattMajor@glfreeman.com](mailto:PrattMajor@glfreeman.com). Pratt is an Equal Opportunity/Affirmative Action Institution.

## About Pratt

Founded in 1887, Pratt offers undergraduate and graduate degree programs in architecture, art and design, information and library science, and liberal arts and sciences to 4,700 students from around the world. Pratt's programs are consistently ranked among the best in the country, and its faculty and alumni include the most renowned artists, designers, and scholars in their fields. Its interdisciplinary curriculum promotes collaborative and creative strategies for design thinking and provides students with unparalleled training facilities.

## History

Pratt Institute was founded by Charles Pratt, a philanthropist who made his fortune in petroleum. Regretting his own meager student experience, he sought to ensure that future generations would have access to an education that enabled them to pursue their artistic and creative goals. The Institute opened on October 17, 1887 with a drawing class of 12 students, and quickly expanded its course offerings, attracting more than 1,000 students by fall 1888. Reflecting Charles Pratt's concern with the welfare of the general public, the Institute's library, which opened in January 1888, served as Brooklyn's first free public library until the establishment of the Brooklyn Public Library in 1897. Charles Pratt remained actively involved in the school's development until his death in 1891, when his sons assumed responsibility for the Institute. In 1938, Pratt awarded its first bachelor's degree, and has since established an international reputation for excellence as one of the world's leading specialized colleges.

## Mission

The mission of Pratt Institute is to educate artists and creative professionals to be responsible contributors to society. Pratt seeks to instill in all graduates aesthetic judgment, professional knowledge, collaborative skills, and technical expertise. With a firm grounding in the liberal arts and sciences, a Pratt education blends theory with creative application in preparing graduates to become leaders in their professions.

## President

Dr. Thomas F. Schutte became the 11th president of Pratt Institute in 1993. During his 18-year tenure at Pratt, the Institute has become a highly selective national and residential school, reflecting Dr. Schutte's vision for Pratt. Pratt is currently one of the largest colleges of art, design, and architecture in the world. Dr. Schutte is a founding member, trustee, and chair of the Myrtle Avenue Revitalization Project, a neighborhood collaboration that has revived the portion of the avenue that runs through Clinton Hill and Fort Greene into a thriving retail district. He is chair of the Brooklyn Arts Council and also served for a decade as president of the Rhode Island School of Design and as president of the Philadelphia College of Art.

## Innovation

Sustainability: Pratt's Center for Sustainable Design Studies and Research (CSDS) strives to integrate green design principles into its educational curriculum. The Pratt Design Incubator for Sustainable Innovation, a part of CSDS, is a vibrant and energetic atmosphere supporting the entrepreneurial talents of designers, artists, and architects selected from the Pratt community who share a common goal:



linking the social entrepreneur with the business of design. In addition, Pratt values environmentally conscious practices in its construction, facilities, and operations.

**Corporate Sponsored Studios:** Through design studio sponsored projects, corporations gain access to new unbridled approaches to a design or business problem, while participating student designers gain real world experience. Pratt's creative students and faculty collaborate to tackle design problems and work toward possible solutions within the context of Pratt's academic curriculum. Current corporate partners include Barnes & Noble, Colgate-Palmolive, Cotton Incorporated, General Mills, and Umbra.

## Impact

**Global:** Pratt maintains various forms of contact with art, design, and architecture institutions in Europe, Asia, South America, and Australia. Currently Pratt enrolls students from 48 states and 63 countries and its alumni reside in over 100 countries. Pratt offers more than 20 study abroad and international exchange programs in more than a dozen locations, including Florence, Milan, Copenhagen, London, and Tokyo.

**Local:** The Pratt Center for Community Development works for a more just, equitable, and sustainable city for all New Yorkers, by empowering communities to plan for and realize their futures by supporting community-based organizations in their efforts to improve neighborhood quality of life, attack the causes of poverty and inequality, and advance sustainable development. The America Reads/Counts program at Pratt Institute provides mathematics and literacy services to more than 5,000 children and their families each year. Pratt programs such as Saturday Art School, the Summer Design Program, and Design Initiative for Community Empowerment allow hundreds of elementary, middle, and high school children in the local Brooklyn community to gain exposure to art and design courses.



## Points of Pride

**Prestigious Faculty:** Pratt's nearly 1,000 faculty members are working professionals and scholars who have received more than 18 Tiffany, Fulbright, and Guggenheim awards as well as other prestigious professional awards including the Rome Prize.

### Academic and Industry rankings:

- ❖ *U.S. News & World Report's 2009 Guide to America's Best Graduate Schools*
  - Interior Design graduate program 1st nationally
  - Industrial Design undergraduate program 4th nationally
  - Communications/Package Design graduate program 9th nationally
  - Master of Fine Arts degree program 15th nationally
- ❖ *DesignIntelligence 2011:*
  - Interior Design graduate program 1st nationally
  - Interior Design undergraduate program 2nd nationally
  - Industrial Design undergraduate program 4th nationally
  - Industrial Design graduate program 7th nationally
  - Architecture undergraduate program 9th nationally
- ❖ Pratt was recognized as one of the country's most environmentally responsible colleges, according to *The Princeton Review's Guide to 286 Green Colleges*.
- ❖ Pratt was recognized as one of the country's best values in private colleges and universities according to *Kiplinger's Personal Finance*, which ranked Pratt as one of the top values for academic quality and out of more than 600 private institutions surveyed in a 2010 report.

Media recognition: Pratt is ranked first among the country's colleges of art and design in terms of its "electronic buzz" and coverage in global print and electronic media outlets, on the Internet, throughout the blogosphere, and in social media outlets, according to the Global Language Monitor's (GLM) TrendTopperMediaBuzz™ Winter/Spring 2011 Rankings, which also lists Pratt as 14<sup>th</sup> among all colleges in the United States and fifth among all colleges and universities in New York State for its overall media presence. Pratt was the only college of art and design out of the top 20 institutions listed in the college category.

## Inspirational Environment

Pratt Sculpture Park: The entire 25-acre Brooklyn campus is home to the Pratt Sculpture Park, the largest in New York City, which features sculptures by such artists as Arman, Richard Serra, Donald Lipski, and Mark di Suvero. The Pratt Sculpture Park was recognized as one of the 10 best college and university campus art collections in the country by *Public Art Review* in 2006.

Galleries: Pratt Manhattan Gallery is a public art gallery that strives to present significant, innovative, and intellectually challenging work in the fields of art, architecture, fashion, and design from around the world and to provide a range of educational initiatives to help viewers relate contemporary art to their lives in a meaningful way. Established in 1985, The Rubelle and Norman Schafler Gallery on the Brooklyn campus mounts faculty and student exhibitions as well as thematic shows featuring the work of unaffiliated artists. Pratt has more than 15 additional galleries located on its Brooklyn and Manhattan campuses.

## Location

As one of the world's multicultural epicenters for arts, culture, design, and business, New York City provides Pratt students and faculty, many of whom are active contributors to the city's creative sector, with an exceptional learning and working environment that extends beyond the Pratt campuses to the city's five boroughs. New York City is home to more Fortune 500 companies than any other city in the U.S., which offers Pratt an advantage in securing sponsored studio projects that allow students real-world experience and simultaneously provide corporate representatives the opportunity to benefit from innovative thinking at Pratt.



Brooklyn: The 25-acre main campus is located in the Clinton Hill section of Brooklyn and is bordered by numerous 19th-century brownstones and mansions, a number of which were built by founder Charles Pratt for his large family. The schools of art and design, architecture, and liberal arts and sciences are located on this campus.

Manhattan: The seven-story, 80,000-square-foot Romanesque revival building at 144 West 14th Street serves as Pratt's Manhattan campus in the city's Chelsea district. The seven-story property offers state-of-the-art facilities within a turn-of-the-century building. The School of Information and Library Science is located on this campus as well as Pratt's associate degree programs, and its graduate program in Communications/Package Design, and its public art gallery, Pratt Manhattan Gallery.

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