

# DYOUVILLE

## D'Youville University (DYU)

**Position Title:** Events and Sponsorships Specialist for Institutional Advancement

**Compensation:** \$11,100/academic year

\$5,000/semester stipend + \$550 meal plan included

(30 meals/semester and \$200 DYU Dollars)

### Why Advancement?

Working in advancement or development requires *emotional intelligence, creativity, attention to detail, and strategic thinking*. Advancement professionals are boundary spanners who collaborate with student services and academic departments while supporting the President's vision for the college/university. Staffed by relationship-builders, institutional advancement offices in higher education institutions work with and provide services to an array of internal and external constituents.

For future higher education professionals, experience in and understanding of institutional advancement is a competitive advantage. Every department at a college/university works with and is affected by advancement. For those seeking future leadership roles in academic or student affairs, being able to fundraise and friend-raise on behalf of an institution is an invaluable skill.

Securing financial resources and creating partnerships is how institutional advancement brings the most the innovative and exciting ideas for the future of higher education to reality. In addition, fundraising as a profession is growing with an estimated 11,400 openings projected *each year* through 2031 according the Bureau of Labor Statistics.

**Work Environment:** D'Youville University (DYU) is an innovative private higher education institution offering undergraduate and graduate degrees with 80% of students enrolled in health professions programs. D'Youville honors its Catholic heritage and the spirit of St. Marguerite d'Youville by providing academic, social, spiritual, and professional development in programs that emphasize leadership and service. Operating from a growth-mindset, the University is currently adding new programs; has opened a Center for Research & Doctoral Studies; and has recently moved into NCAA Division II Athletics. DYU is located on Buffalo's West Side which is a dynamic and diverse urban community.

DYU offers a 32-hour work week to its full-time staff/administrators and accordingly this half-time graduate assistantship requires 16-hours per week. Occasional evening and weekend hours may be required for special events.

**The Opportunity:** The Events and Sponsorships Specialist will be integrated into DYU's Institutional Advancement team and will interact with experienced and new fundraising professionals. The incumbent will attend bi-weekly team meetings and collaborate with staff in alumni affairs, annual fund, and corporate/foundation relations. Project-based work will be selected in consultation with the Vice President for Institutional Advancement. The Events and Sponsorships Specialist will be supervised and mentored by the Director of Alumni Engagement or the Director of Corporate and Foundation Relations (both master's level or above higher education professionals), to be determined based on the candidate's professional goals and interests.

### **Duties**

- Manage logistics and volunteers for large and small special events in the Fall 2023 term including but not limited to: alumni weekend and alumni association family-friendly activities
- Support the tournament director in planning the DYU Corporate Golf Outing event with opportunities to cultivate and secure sponsorships
- Plan, promote, and coordinate the University's Giving Day (March 2024) on-campus activations working closely with student clubs/organizations and athletics
- Create sponsorship strategies corporate gifts/sponsorships for student affairs events with a focus on Graduation Week in the Spring 2024 term
- Record qualification, cultivation, solicitation, and stewardship activities in Raiser's Edge

### **Outcomes**

At the end of the academic year, the IA Assistant will be able to:

- Explain the role of advancement in higher education
- Accurately use the vocabulary of advancement
- Effectively use a CRM (Raiser's Edge)
- Design and execute special events that support constituent relations and fundraising
- Recruit and manage volunteers
- Select appropriate audiences/donors for giving opportunities
- Write copy for corporate and individual donor solicitations
- Ask qualified prospects for sponsorships and donations

### **Contact**

Ms. Kathryn Hammer

Director of Alumni & Community Engagement

[hammerk@dyc.edu](mailto:hammerk@dyc.edu)

716-829-7805