Please accept this cover letter and résumé as my application for the position of Vice President for University Advancement with California State University, Fullerton. With more than 15 years of executive experience at both public and private universities, and a proven track record of advancement success, I am confident I can help lead the growth of California State University, Fullerton.\r\n\r\nThe prospect of serving as the next Vice President for University Advancement at CSU Fullerton is attractive to me because the goals and mission of CSU Fullerton closely match my core values as an educator, fundraiser, communications specialist, and advocate for affordable higher education. Throughout my career, I have enjoyed significant success working collaboratively with all members of the campus and external communities to create a greater awareness of each university’s unique contributions to society and a broader understanding of the value of greater investment in higher education. \r\n\r\nI believe our systems of public higher education, and specifically the California State University, are the greatest agents of change and positive mobility for the citizens of California. For California to grow and remain on the forefront of innovation and economic development, investment from both public and private sources must flourish. Fund development requires a collaborative and comprehensive approach to University Advancement enabling successful communication of strengths and needs to the general public, while at the same time, ensuring that our stakeholders understand that their donation to CSU Fullerton will strengthen their communities and help create a dynamic Orange County in the future. As a CSU graduate and a Vice President within the CSU system with demonstrated success, I am uniquely positioned to develop and implement a comprehensive plan to grow the regional and national profile for CSU Fullerton and engage all our constituents resulting in increased investment in the institution.\r\n\r\nAt California State University, Dominguez Hills, working in concert with others on campus, I have been able to implement this overall strategy. We successfully extended the reach of CSU Dominguez Hills and gained strong stakeholder investment from a diverse set of constituents. Over my tenure, we strategically grew our media placements by 192% by targeting media covering our service area and by building relationships with media outlets throughout Los Angeles and the nation. We also introduced a full suite of integrated communication devises, both traditional and electronic, that thoughtfully highlight the strengths of our campus and tell the amazing stories of CSU Dominguez Hills students, faculty and alumni. By having all our communication mechanisms compliment, and not compete with each other, we have created a devoted group of advocates and supporters of CSU Dominguez Hills.\r\n\r\nMy personal advancement philosophy is to engage all members of the campus community. Every person, a student, a professor, an alumna/us, to a local corporation, is an ambassador and has an opportunity to contribute and grow the institution. At CSU Dominguez Hills, I developed a ladder of opportunities enabling donors to find the investment opportunity that best fits their interest. There are few things more rewarding than helping a prospect find their passion within the university and see it mature to a significant donation that then makes a great impact for our students and faculty. By employing this donor-centered philosophy, and making sure all areas on the campus are serviced and empowered to engage in fundraising, success is inevitable. At CSU Dominguez Hills specifically, we grew the number of overall donors by 142%, our donors giving more than $25,000 by 120% and our philanthropic commitments by 80%. Over the entire length of my career I have been dedicated to creating teams motivated by accountability and our collective goals. I’m proud that my staff has always reached our annual fundraising goals.\r\n\r\nAt Pitzer College, while serving as part of the leadership team developing and managing the Campaign for Pitzer College, I worked with our trustees and others on campus to grow donations from my prospects by 23% and to help the campus successfully complete the campaign. This significant accomplishment was attained by data-driven decisions and communicating to our alumni, parent, foundation, and corporate major gift donors how their support would transform the institution. Communicating how philanthropy can move an institution from good to great is a hallmark of improving all stakeholder investment.\r\n\r\nThank you again for the opportunity to submit my materials for consideration. As I have shared in this letter, and you will see on my attached application materials, I have the interpersonal and leadership skills that will greatly contribute to the success of California State University, Fullerton.\r\n\r\nI look forward to hearing from you.\r\n\r\n\r\nSincerely,\r\n\r\n \r\nGregory J. Saks\r\n\r\n \r\nGregory J. Saks\r\nPROFILE\r\nProven advancement executive with more than 15 years of experience in developing and implementing comprehensive fundraising programs for private and public universities. Strong track record in building lifelong relationships with University constituents, matching donors\' interests with the University\'s needs and priorities, and securing the financial resources necessary to achieve affordable excellence in teaching, research, and scholarship. Experience setting ambitious goals while inspiring staff to exceed expectations. Dynamic and collaborative leadership style that effectively facilitates partnerships with administration, faculty, staff, alumni, corporations, foundations and media to identify and distill University priorities into a compelling and clearly articulated case for support.\r\n \r\n• Success managing a complex advancement unit \r\n• Capital campaign experience\r\n• Collaborative colleague \r\n• Ability to identify and solicit major gifts\r\n• Success integrating technology into operations \r\n• Extensive experience in Alumni Relations \r\n• CSU system knowledge and experience\r\n• Demonstrated success in volunteer management \r\nPROFESSIONAL EXPERIENCE\r\nCalifornia State University, Dominguez Hills, Carson, California 2006-Present\r\nVice President for University Advancement 2007 – Present\r\nReporting directly to the University President and serves as an active and collaborative member of the President’s Cabinet that participates in institution-wide strategic planning and decisions. Responsible for all activities relating to the University’s fundraising program, alumni relations, special events, government and community relations, communications/public affairs and the CSU Dominguez Hills Foundation Board. Works collaboratively with academic and university leaders to identify fundraising goals and support campus-wide planning. Leading a diverse team of 20+ advancement professionals to attain the following:\r\nDevelopment achievements:\r\n• Exceeded every fundraising goal. Philanthropic commitments are up 80%, gift receipts grew 157%, gifts of $25,000 or more are up 120%, and the endowment increased 68%\r\n• Attracting new donors to the University. The total number of donors grew 142% and alumni donors specifically increased 575% \r\n• Centralized a new stewardship program that effectively acknowledges donors and volunteers for their support and positions them for future giving\r\nAlumni Relations achievements: \r\n• Restructured the CSU Dominguez Hills Alumni Association and Alumni Fund for greater engagement of all alumni resulting in a 496% increase in membership\r\nMedia and Community Relations achievements: \r\n• Implemented a comprehensive media campaign resulting in a 192% increase in media placements\r\n• Developed benchmarks for media relations and reporting structure for media contacts and stories\r\n• Initiated numerous communication vehicles including the University magazine, Dominguez Today and weekly and field-specific electronic newsletters to provide frequent and consistent messaging about CSU Dominguez Hills\r\n• Established a strong and engaging social media presence while continuing to enhance the University’s community engagement with an award-winning news website\r\n• Initiated a community relations program bringing more than half a million guests to campus over the last five years creating a personal relationship with CSU Dominguez Hills\r\n• Implemented a comprehensive branding campaign in the South Bay and Los Angeles areas highlighting some of the many incredible stories of success at the University and its alumni\r\n\r\nTechnology achievements: \r\n• Managed two database transitions integrating all areas of advancement and allowing for the creation of a centralized moves-management data system for the assignment, strategic planning and tracking of all donors\r\nGovernment Relations achievements: \r\n• Created a comprehensive government relations program including the facilitation of federal earmarks, cultivation and management of relationships with local, state and federal legislators and their staffs, and advocacy for the broader CSU system\r\n• Created multiple roundtable meetings bringing together groups of state legislators, local mayors, and city managers to reinforce our case for support and discover points of partnership\r\nAssociate Vice President for Development, CSU Dominguez Hills, Carson, CA 2006 – 2007\r\nReported to the Vice President for University Advancement. Worked with the President, Provost, Vice Presidents, and Deans to define fundraising priorities and create events and communications strategically designed to advance the University. Managed all areas of development, alumni relations, and advancement services. Developed, proposed and executed strategies for the solicitation of gifts from individuals, corporations and foundations. Determined ongoing relationships with donor prospects and recommended specific purpose and levels of gifts for each prospect. Identified those to be involved in cultivation, subsequent solicitation and assured that solicitations were carried out. Responsible for leading a diverse team of eight+ advancement professionals to achieve the following: \r\n• Exceeded every fundraising goal. Total funds collected grew 88% in one year\r\n• Increased new gifts 20%, total number of donors 8%, alumni giving 436%, annual fund giving 152% and gifts of $25,000 grew by 20% from the previous year\r\n• Created the Leo Cain Planned Giving Legacy Society, doubling the number of charitable gift annuities and securing more than $1.5 Million in testamentary commitments\r\n• Decreased the cost to raise a dollar from $0.61 to $0.11 in in one year\r\n• Reorganized the Office of Development to streamline operations and increase accountability including the rewriting all gift acceptance policies and procedures, gift agreements and gift processing programs\r\nPitzer College, Claremont, California 1998 - 2006\r\nExecutive Director of Development 2001 – 2006\r\nReported to the Vice President of College Advancement. Managed a team of eight professionals responsible for the development and implementation of all Annual Giving, Alumni Relations, Parent Relations, Donor Relations, and Planned Giving. Provided leadership for the successful planning and completion of the Campaign for Pitzer College: a comprehensive $40 million campaign benefiting the endowment, building projects, special projects and the Annual Fund. Identified, cultivated and solicited a profile of 150+ major gift prospects/donors including Board of Trustees members. Worked as a member of the Advancement senior management team and served as the Advancement liaison to the University President and Board of Trustees while the Vice President position was vacant. Worked with academic leaders and the campus community to achieve fundraising objectives. \r\n• Exceeded every fundraising goal. Increased cumulative giving from assigned prospects 23%, Annual Fund donations 32%, parent giving by 203% and the number of donors 29% over five years\r\n• Established faculty and staff campaign which achieved a 100% participation rate, a school first\r\n• Created international alumni and giving programs that significantly increased international giving\r\n• Directed a major redesign of the Advancement website resulting in an 854% increase in online contributions\r\n• Developed a planned giving marketing plan that resulted in doubling of the number of planned gifts\r\n• Created the Pitzer Family Connection and the Parent Leadership Committee to support parent communications, fundraising, events and the annual parent auction\r\n \r\nDirector of Alumni and Parent Relations, Pitzer College 1998 – 2001\r\nManaged the Office of Alumni and Parent Relations to involve and engage alumni and the parents of current and former students in the life of the university. Worked with volunteers to create a strong, highly effective Alumni Association Board of Directors by revising the by-laws and organizational structure. \r\n• Established a network of twelve Pitzer Alumni Chapters throughout America and internationally\r\n• Created the Distinguished Alumni Award, the highest honor bestowed upon an alumna/us\r\n• Developed a series of student-alumni programs that focused on specific populations with donor prospects \r\n• Managed annual Alumni Weekend that brought 500+ graduates back to campus\r\nCalifornia State Polytechnic University, Pomona, California\r\nAssistant Director of Alumni Affairs, 1996 – 1998\r\nManaged and developed alumni chapters, including recruiting and training volunteers, organizing chapter events, chartering new chapters, serving as liaison to various constituent groups, and developing and implementing opportunities for alumni connections. Identified prospective major gift donors and managed their stewardship. Participated in the negotiation of agreements with numerous affinity partners and corporate sponsors. \r\n• Chartered ten new alumni chapters and the revitalized of four other chapters \r\n• Increased Alumni Association membership in the chapters by 100% \r\nBaylor University, Waco, Texas\r\nCoordinator of Greek Life 1994 – 1996\r\nManaged and served as primary university coordinator of a growing and mature Greek System of 32 fraternities and sororities with a membership of over 6,000 students. \r\n• Increased membership acceptance by 18% \r\n• Implemented an innovative educational program with alumni and community organizations to address issues of recruitment, hazing, alcohol, diversity, alumni relations and risk management. \r\n• Created a class giving program for all undergraduate chapters\r\n• Facilitated the creation of six fraternity and sorority alumni clubs \r\nMiami University, Oxford, Ohio\r\nCoordinator of Alumni Relations, Higher Education Administration Graduate Program, 1992 – 1994\r\nEstablished a fully functioning alumni relations program and Alumni Advisory Board to maintain and continually improve the graduate program. Developed and implemented an annual fundraising program. \r\nEducation\r\n• Master of Science, Higher Education Administration – Miami University, Oxford, OH 1994\r\n• Bachelor of Arts, History – California State University at San Bernardino 1992\r\nCommunity Involvement\r\n• Board Member, Leadership Council for the South Los Angeles County Chapter for the American Cancer Society \r\n• Board Member and Chair of Workforce Development Committee, Torrance Chamber of Commerce \r\n• Active Member, Carson, Palos Verdes, Los Angeles and San Pedro Chambers of Commerce\r\n• Advisory Board Member, Carson High School Global Business Academy\r\n• Member, CSU State Relations Advocacy Committee\r\n