



CHRISTIAN
U N I O N

OPPORTUNITY PROFILE

NATIONAL DIRECTOR OF MAJOR GIFTS CHRISTIAN UNION

“Developing Christian Leaders to Transform Culture”



INTRODUCTION

To a large extent, the power of America's spiritual transformation rests in the hands – and beliefs – of 112,000 young people who are studying right now at eight of America's most influential universities:

- **Brown**
- **Columbia**
- **Cornell**
- **Dartmouth**
- **Harvard**
- **Penn**
- **Princeton**
- **Yale**

These students represent an astonishing percentage of the country's future leadership in business, government, education, and society: nearly 50 percent. Since these young leaders possess the power to transform our culture and the world, Christian Union targets them through effective programs and outreach efforts.

Christian Union seeks to add a National Director of Major Gifts to its current development team of eight. This position will lead a team of geographically-dispersed major gift officers as a player/coach. The team of 3-4 will cultivate and care for donors across the U.S., focusing on raising long-term financial partnerships with individuals, churches, and family and private foundations. The position will be strategically located in the southeast, preferably the Atlanta area, adding to the current Director of Public Affairs (major gift officers) staff in New York and Dallas. This position is more than an opportunity to raise money for a worthy ministry. The right candidate will have the opportunity to be a part of, by God's power, changing the world by bringing sweeping spiritual transformation to the Ivy League community, thereby developing and mobilizing Godly leadership to transform all sectors of society.

ORGANIZATION OVERVIEW

Christian Union was founded in 2002 by Matt Bennett to develop the next generation of Christian leaders, positively transforming our culture – and the world. The ministry focuses on students at eight colleges because they are some of the most impactful, and yet secular, schools in our nation. A survey Christian Union conducted showed that 50% of the United States' most influential leaders graduate from just these eight schools, of our nation's 2,500 colleges.

These schools act as a secularizing power on society because 90% of students on these campuses have no ongoing Christian influence in their lives. For our culture to reflect the morality and teachings of Jesus Christ, our leaders must know God and reflect Christian values. However, if the most influential people in society do not know the Lord, we have no good reason to expect that our country should be anything but resolutely secular.

Christian Union's ministry employs in-depth teaching and mentoring to produce dynamic, life-changing spiritual growth in future leaders. The ministry is distinctive in its intentional activity, exceptional caliber ministry workers, and emphasis of seeking God wholeheartedly.

The ministry so uniquely meets the needs of students at these selective schools that Christian Union can't keep up with the demand. Each semester the ministry must turn students away from its Bible Courses because it does not have enough staff. Students have commented: **"Coming to Princeton, I knew I would get a great liberal arts education. I never knew I would get a first class Christian education."** By 2020, Christian Union is trusting God to see 20% of the student body at these eight schools benefiting from a Christian ministry of teaching and discipleship.

With an annual budget of just over \$5 million and around 40 employees, Christian Union is so impactful that it has received the attention of the national press. The ministry has been featured on National Public Radio, on the cover of *The New York Times*, and in *Christianity Today* and *World* magazines. Here is what people are saying:

"Christian Union is doing vitally important work in helping students discover a faith to live by. The transformed lives of these youth will have a powerfully positive impact on society in the years ahead."
George Gallup, founding Chairman, The George H. Gallup International Institute.

"In their mission to the Ivy League campuses, Christian Union has emerged as a powerful influence in building tomorrow's leaders." Steve Douglass, President of Campus Crusade for Christ

For more information, see www.ChristianUnion.org.

THE MISSION OF CHRISTIAN UNION

THE MISSION	To transform our culture by developing Christian leaders and networking them with other Christian professionals to make a unified impact for Christ.
THE PROCESS	To develop in the students of eight of our nation's most influential yet secular colleges a lifestyle of seeking after God, and to build active relationships with other Christian professionals for mutual encouragement and education.
OUR GOAL	Cultural transformation: spiritual, societal, and corporate.

CHRISTIAN UNION DISTINCTIVES:

1) A LIFESTYLE DEVOTED TO SEEKING GOD

Our nation's leaders require more than merely a veneer of Christianity. They must have an unreserved devotion to God in all things. Each day, Christian Union's ministry fellows spend two hours in prayer together and challenge the students to seek God wholeheartedly. Other Christian Union staff members are expected to spend at least one hour per day in prayer.

2) A MINISTRY STAFF OF EXCEPTIONAL CALIBER

All the ministry fellows are highly trained, many in the seminary, and have made Christian Union their singular calling. They bring their advanced degrees as well as their experience working in Fortune 500 companies to their work with the students. In effect, Christian Union students gain one more outstanding learning experience at their university – this one, from a Christian worldview.

3) AN ACCOUNTABLE AND DISCIPLINED MINISTRY MODEL

The ministries are effective because Christian Union tracks, measures, and evaluates their success. This allows the ministry to continually refine and adapt our activities so that they fully resonate with students. The goal is to harness, and then unleash, the best.

CHRISTIAN UNION STATEMENT OF FAITH

The sole basis of our beliefs is the Bible, God's infallible written Word, the 66 books of the Old and New Testaments.

We believe that it was uniquely, verbally and fully inspired by the Holy Spirit and that it was written without error (inerrant) in the original manuscripts. It is the supreme and final authority in all matters on which it speaks.

We accept those areas of doctrinal teaching on which, historically, there has been general agreement among all true Christians.

Because of the specialized calling of our organization, we desire to allow for freedom of conviction on other doctrinal matters, provided that any interpretation is based upon the Bible alone, and that no such interpretation shall become an issue which hinders the ministry to which God has called us.

1. There is one true God, eternally existing in three persons - Father, Son, and Holy Spirit - each of whom possesses equally all the attributes of Deity and the characteristics of personality.
2. Jesus Christ is God, the living Word, who became flesh through His miraculous conception by the Holy Spirit and His virgin birth. Hence, He is perfect Deity and true humanity united in one person forever.
3. He lived a sinless life and voluntarily atoned for the sins of men by dying on the cross as their substitute, thus satisfying divine justice and accomplishing salvation for all who trust in Him alone.
4. He rose from the dead in the same body, though glorified, in which He lived and died.
5. He ascended bodily into heaven and sat down at the right hand of God the Father, where He, the only mediator between God and man, continually makes intercession for His own.
6. Man was originally created in the image of God. He sinned by disobeying God; thus, he was alienated from his Creator. That historic fall brought all mankind under divine condemnation.
7. Man's nature is corrupted, and he is thus totally unable to please God. Every man is in need of regeneration and renewal by the Holy Spirit.
8. The salvation of man is wholly a work of God's free grace and is not the work, in whole or in part, of human works or goodness or religious ceremony. God imputes His righteousness to those who put their faith in Christ alone for their salvation, and thereby justifies them in His sight.
9. It is the privilege of all who are born again of the Spirit to be assured of their salvation from the very moment in which they trust Christ as their Savior. This assurance is not based upon any kind of human merit, but is produced by the witness of the Holy Spirit, who confirms in the believer the testimony of God in His written word.
10. The Holy Spirit has come into the world to reveal and glorify Christ and to apply the saving work of Christ to men. He convicts and draws sinners to Christ, imparts new life to them, continually indwells them from the moment of spiritual birth and seals them until the day of redemption. His fullness, power and control are appropriated in the believer's life by faith.

11. Every believer is called to live so in the power of the indwelling Spirit that he will not fulfill the lust of the flesh but will bear fruit to the glory of God.
12. Jesus Christ is the Head of the Church, His Body, which is composed of all men, living and dead, who have been joined to Him through saving faith.
13. God admonishes His people to assemble together regularly for worship, for participation in ordinances, for edification through the Scriptures and for mutual encouragement.
14. At physical death the believer enters immediately into eternal, conscious fellowship with the Lord and awaits the resurrection of his body to everlasting glory and blessing.
15. At physical death the unbeliever enters immediately into eternal, conscious separation from the Lord and awaits the resurrection of his body to everlasting judgment and condemnation.
16. Jesus Christ will come again to the earth - personally, visibly and bodily - to consummate history and the eternal plan of God.
17. The Lord Jesus Christ commanded all believers to proclaim the Gospel throughout the world and to disciple men of every nation. The fulfillment of that Great Commission requires that all worldly and personal ambitions be subordinated to a total commitment to "Him who loved us and gave Himself for us."

CHRISTIAN UNION STATEMENT OF ETHICS

The Holy Spirit says in James 2:17: "in the same way, faith by itself, if it is not accompanied by action, is dead."

There are social implications of the faith that all true Christians should observe, including:

1. The need to protect the unborn,
2. The need to end the evil of racial discrimination,
3. The need to help the poor,
4. The stewardship of our environment,
5. The need for justice and integrity in government,
6. The avoidance of greed and materialism, including giving at least 10% of income to the Lord, and
7. The reaffirmation that sex belongs only in the context of marriage between a man and a woman.

In addition to these moral stances, there are other social issues that we as a ministry do not specifically condemn or endorse because true Christians through the ages have been divided on them. These include the death penalty, pacifism, drinking, dancing, and gambling. Every Christian Union employee will have his own views on these matters, but we as a ministry do not have a set view.

Our moral stances are derived from the Bible, and we strive to follow them and live up to them. We realize that all people are fallible, and our practice is such that when we transgress God's laws, we confess and repent of our sins in order to continue to walk in fellowship with Him.

CHRISTIAN UNION HISTORY

BACKGROUND OF FOUNDER, MATT BENNETT

Matt Bennett is the founder and president of the Christian Union. He grew up in Houston, Texas and earned B.S. and M.B.A. degrees from Cornell University. After working for Campus Crusade for Christ at Princeton University for 12 years and developing the ministry into the largest in the history of the Ivy League, he resigned to study at Trinity Evangelical Divinity School for a Masters of Divinity. In 2002 he founded the Christian Union with the mission to change the world by developing Christian leaders and networking them together to make an impact for Christ in the larger culture.

TIMELINE OF CHRISTIAN UNION

2002	Christian Union was founded. Princeton ministry began.
2008	Harvard ministry began.
2010	Yale ministry began.
2011	Columbia and Dartmouth ministries added.
2012	Cornell ministry launched.
2013 & 2014	Anticipated new campus ministries at University of Pennsylvania (2013) and Brown (2014)

CORE COMPETENCIES AND VALUES

In 2010, Christian Union adopted the following as the ministry's core competencies and values. As a ministry, it is the goal to take a disciplined approach to both pursuing God wholeheartedly and using the best practices of business. As such, these are the attributes Christian Union expects staff to pursue and exhibit in both their personal and professional lives.

1. Seek God Whole-heartedly
2. Develop Intellectual Depth
3. Practice Engaged, Servant Teamwork and Leadership

NATIONAL DIRECTOR OF MAJOR GIFTS PROFILE

The Position

The overwhelming source of Christian Union's revenue is from major gifts. As the ministry grows, we expect that this will continue to be the case. As a result, the ministry is hiring a seasoned National Director of Major Gifts who can take the program to the next level. The major gifts program was begun in earnest in 2009-10. The building blocks for the program are in place and the ministry is starting to see increased generosity from our top donors, but a significant amount of work still needs to be done. The National Director of Major Gifts (NDMG) needs to develop new approaches for engaging the ministry's major donors and prospects, managing the program elements that are working well today, and train and shepherd the ministry's major gift officers [aka Directors of Public Affairs (DPAs)].

The role will be a half-time role, with the other time spent managing a portfolio of top donors and prospects for your region.

The National Director of Major Gifts will report to the Vice President of City Christian Unions, who oversees development, and work closely with the Director of Annual Giving and Director of Marketing and Communications.

Key Characteristics of the Ideal National Director of Major Gifts

- Spiritually Mature – This person will have a solid, visible relationship with Christ which is evidenced by a heart for God, which then translates into a genuine, deep love for others. The fruits of this leader's faith will show in attitude, time, dedication, character, church involvement, energy, and wisdom. Employees who would fit best with Christian Union are those who are full of the Holy Spirit, and believe He is active today filling and empowering believers, healing people, speaking to people, and guiding Christians in God's truth. Christian Union does not require that all employees believe in gifts of prophesy, healing, and tongues, but they do expect everyone to be able to minister in an environment where these ministries are practiced.
- Experienced in Fundraising – The successful candidate should have 5-10 years experience cultivating high capacity donors and leading a major gifts team. The Christian Union NDMG needs to have demonstrated success at raising significant funds and increasing top constituent non-financial involvement. Because many prospects of Christian Union are Ivy League alumni, experience raising money from a similar constituency is preferred. Knowledge of development best practices and Raiser's Edge technology is preferred. Comfort and experience asking donors for their financial and personal involvement is required.
- Comfortable in the Ivy League Culture – This person should have the self-confidence and the presence to promote the ministry effectively to accomplished professionals. He or she should be able to inspire donors' confidence and trust in the organization. This person must be able to cast CU's vision.

- Comfortable in an Entrepreneurial Environment – As a relatively young ministry, Christian Union has an entrepreneurial, nimble feel. While Christian Union is well-established for its young age and rapid growth, this person needs to be adaptable as Christian Union continues to develop best practices and systems. The right person will enjoy playing a role in helping to shape and grow the development function of this powerful ministry.
- Relationally-Driven – The successful candidate will possess strong interpersonal skills, excellent networking skills, and have a genuine desire to connect with people deeply.
- Intellectually Sophisticated and Savvy – Christian Union ministers to an intellectually curious and engaged audience, so it's important that the ministry's employees have a similar posture toward life. This person will possess sophisticated verbal (in-person and via telephone) and written communications.

Expectations of the National Director of Major Gifts

- In close collaboration with Christian Union leadership, develop and implement strategic plans and new offerings to expand Christian Union's major gift program. Provide vision and leadership to take program to the next level.
- Mentor and manage a growing team of DPAs
 - Ensure major gift financial targets are met
 - Oversee and provide direction to DPAs' moves plans
 - Ensure all DPA asks and moves are being completed on time and according to plan
 - Ensure DPA's reporting and administrative requirements are completed as expected
- Improve the effectiveness of the DPAs in securing major gifts
 - Provide feedback to VP of City Christian Unions on systems, process, resources, and training the DPAs need to increase their effectiveness
 - Train and coach the DPAs to improve their major gift fundraising capabilities, including working with foundations
 - At least once a year, attend top constituent meetings with DPAs to evaluate the DPAs effectiveness and development needs
 - Review the Dashboard each month with each DPA
- Develop a personal relationship with as many of our top donors and prospects as possible by attending key events where they will be present. This will ensure that if a DPA leaves, there is another development officer who knows them.
- Develop and manage additional designated gift opportunities for the major gifts program
- Manage Bible Course Sponsorship Program
 - Increase the number of Bible Courses sponsored semester-on-semester
 - Ensure that each step in the Bible Course Sponsorship timeline is completed on time
- Increase involvement by top constituents by developing new moves offerings and driving up interest

- Coordinate with Weekly Christian Leadership Lecture Series Ministry Leads to have top constituents speak
- Oversee top constituents being prioritized and interviewed for articles in *The Ivy League* *Christian Observer* magazine
- In close collaboration with other development team members, increase the number of top constituents attending events (President's Advisory Forums, reunions, introductory/benefit/ appreciation events, President's Retreats, and back-to-school BBQs)
- Be a key point of contact between Christian Union and key philanthropic influencers (e.g. Generous Giving, Excellence in Giving, National Christian Foundation, etc.)

Job Qualifications

- 5-10 years experience cultivating and soliciting high capacity donors. Demonstrated success at raising significant funds.
- 3-5 years experience managing and mentoring a small to medium sized major gifts team
- Proven experience with developing, executing, and evaluating impactful moves plans
- Demonstrated success at increasing top constituent non-financial involvement
- Exceptional leadership ability to positively impact strategic and tactical major gift program
- Broad people management skills including project management, performance management, coaching and staff development
- Proven ability to establish and maintain collaborative relationship and partnership across organizational lines
- Exceptional communications and interpersonal skills
- Experience hosting successful events to increase the commitment of top constituents

Education

- Bachelor's Degree required.
- Masters degree in Business, Fundraising, Divinity or Theology helpful, but not required.
- An alumnus (undergraduate or graduate) of one or more tier one schools or programs helpful, but not required.

Job Requirements

- Location: U.S. Southeast
- Office: home-based office preferred, but negotiable
- Travel requirements: Roughly 3 days/month of overnight travel for part-time DPA role. Roughly 3 days/month of overnight travel for the National Director of Major Gifts role.

PROCESS OF CANDIDACY

If after reading this Opportunity Profile, you sense the gifts and experience God has given you are a good initial match for Christian Union, we invite you to begin the inquiry process. We handle all candidate information and conversations confidentially. You may contact Laura Coverstone at any stage of the process to get more information and to ask questions. (Contact information below)

Please provide the following documents and responses for review:

- A current resume
- Responses to the following essay questions:
 1. Using what you have learned about Christian Union from the CU web site, this Opportunity Profile, and any other research you chose to conduct, describe how your life and career have prepared you to serve Christian Union as the National Director of Major Gifts.
 2. What factors or habits are currently contributing to the vitality of your daily walk of faith?
 3. What is your view of Scripture and how does your view of Scripture impact your daily decision making, personally and professionally?
 4. Provide the names and contact information (telephone numbers and e-mail addresses) for four references who know you and your career well enough to comment on your suitability for the National Director of Major Gifts of Christian Union. (References will only be contacted after we have requested and received your permission to do so.)

Submit this information in Microsoft Word (.doc) format to:

Laura Coverstone
SIMA®International
resumes@simainternational.com
Phone: (615) 261-4623

In the subject line of the email, please write "Christian Union National Director of Major Gifts"