



MIND & LIFE
INSTITUTE

Director of Advancement



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Catalyzing and Convening an Interdisciplinary Community



The Mind & Life Institute emerged in 1987 from a meeting of three visionaries: Tenzin Gyatso, the 14th Dalai Lama; Adam Engle, a lawyer and entrepreneur; and Francisco Varela, a neuroscientist. Since that first meeting, Mind & Life has spent more than 30 years deepening understanding of the mind by bridging science, contemplation, and daily life. Mind & Life funds research and cultivates interdisciplinary dialogue and community, and the returns are exponential. The community's impact is far-reaching, its knowledge rippling out into the world in multi-faceted ways, shaping the study of the human mind, and seeding future research. Mind & Life's community continues to grow today, integrating multiple voices and perspectives and expanding research horizons to increase individual and societal well-being.

Mind & Life works to alleviate suffering and promote flourishing by integrating science with contemplative practice and wisdom traditions.

The Mind & Life Institute explores the mind through engaged inquiry, rigorous research, and thoughtful conversation. Mind & Life funds grant and think tank programs from which researchers have produced hundreds of publications and talks, gained prestigious appointments, opened new labs, and been awarded more than \$110 million in follow-on funding. These researchers gather together at Mind & Life's annual Summer Research Institute, Dialogues with the Dalai Lama, and academic and professional conferences for the field. These convenings foster new collaborations as participants engage with big questions and life-changing ideas.



Mind & Life's Leadership

The Mind & Life Institute has been led since December 2015 by Susan Bauer-Wu, a clinician, academic researcher, and meditation practitioner. Since moving the Mind & Life office to Virginia, Susan has been building an outstanding leadership team that will be completed with the appointment of a Director of Advancement. The Mind & Life office environment is built on contemplative values of open communication, honest feedback, careful listening, transparent decision-making, and consideration of all perspectives. The office offers daily meditation and honors work-life balance.

President Susan Bauer-Wu



Susan Bauer-Wu, PhD, RN, FAAN, is President of the Mind & Life Institute. Throughout her career she has held leadership, academic, and clinical roles in health care and higher education, with a focus on fostering resilience through contemplative approaches. She has served on the faculty at the University of Virginia, Emory University, Harvard Medical School, and the University of Massachusetts. Prior to joining Mind & Life, Susan was the director of the Compassionate Care Initiative at the University of Virginia, past-president of the Society for Integrative Oncology, and research center director at the Dana-Farber Cancer Institute in Boston, MA. Susan is the recipient of many grants, awards, and honors from the National Institutes of Health, American Cancer Society, Robert Wood Johnson Foundation, and many others, and is the author of over 80 academic articles and chapters plus a book for the lay public, *Leaves Falling Gently: Living Fully with Serious & Life-Limiting Illness through Mindfulness, Compassion & Connectedness*.

The Fundraising Program

Mind & Life has a diverse set of donors, including individuals who have been involved since its founding and new supporters who are excited to invest in its growth. A group of Sustaining Vision partners give more than \$100,000 per year, a small number of sponsors fund high-profile events, and donors host intimate regional Community Conversation gatherings.

Recognizing the opportunity to enhance and grow all these relationships, Mind & Life has created a new Director of Advancement role to expand its outreach efforts.



The Opportunity

The Mind & Life Institute seeks an accomplished leader to serve as Director of Advancement for an integrated philanthropy and communications program. The Director of Advancement will have primary responsibility for all efforts to raise Mind & Life's visibility and increase understanding of its work, to attract and deepen engagement with individuals and institutions, and to build sustainable support that is aligned with the Institute's strategic goals. In the near term, the Director will lead efforts to expand and diversify the Institute's donor base, with a focus on individuals and foundations, while assessing opportunities to pursue new revenue streams. Responsibilities include:

Organizational Leadership

- ❖ Serve as a member of Mind & Life's senior team setting organizational strategy.
- ❖ Establish a shared vision for fundraising and communications that aligns advancement strategy with Mind & Life's strategic plan.
- ❖ Oversee the adoption of best practices in integrating fundraising and communications efforts, ensuring resources are fully leveraged.
- ❖ Create and monitor the department's annual operating plan and budget.
- ❖ Manage, mentor, and grow the Advancement team.

Philanthropic Program

- ❖ Design and implement short- and long-term plans that expand and diversify the donor base, increasing annual revenue from individual donors and foundations.
- ❖ Establish and grow small-sum and mid-level

monthly giving programs with the goal of creating a stable base of unrestricted support.

- ❖ Lead the development of a comprehensive prospecting and moves management system.
- ❖ Build an endowment through the design and implementation of a planned giving program.
- ❖ Work with the President to develop and implement a plan to increase opportunities for Board participation in major donor identification and cultivation.
- ❖ Identify and pursue opportunities to grow strategic foundation and corporate support through sponsorship of events and other potential partnerships.

Communications Program

- ❖ Develop and execute a plan to raise awareness of Mind & Life's mission and programs among key communities of potential donors and supporters through original, earned, and shared media.
- ❖ Ensure that Mind & Life's unique series of convenings and other events is fully maximized in press and public relations efforts.
- ❖ Oversee an expansion of Mind & Life's digital reach and engagement, including robust social media and online giving opportunities.
- ❖ Foster internal collaboration across communications and program teams to develop a rich stream of content demonstrating Mind & Life's program impact.
- ❖ Direct the development of donor-facing communications collateral, including annual reports, proposals, and planned giving marketing materials.



The Candidate

The ideal Director of Advancement will be an experienced leader of both fundraising and communications teams who is drawn to Mind & Life's mission and can embody it through a personal contemplative practice.

Specific qualifications include:

Background

- ❖ At least 8 years of progressively responsible experience in non-profit revenue generation.
- ❖ Bachelor's degree is required.

Skills and Accomplishments

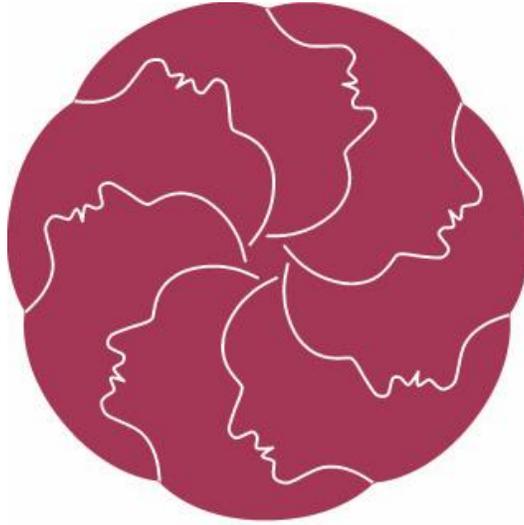
- ❖ Demonstrated knowledge of principles and best practices of contemporary non-profit fundraising and donor-facing communications.
- ❖ Proven ability to develop strategies that expand a donor base and increased revenue.
- ❖ Track record of securing major gifts from high-net-worth individual donors; experience managing foundation relationships is desirable.
- ❖ Experience supervising a successful team of frontline fundraisers as well as experience either overseeing or working in a communications function.
- ❖ Working knowledge of contemporary communications tools, including social media.
- ❖ Ability to engage senior leaders, Board members, and other volunteers in the fundraising process.

- ❖ Demonstrated record of excellent verbal and written communication skills, including strong listening skills, powers of persuasion, and sensitivity to interpersonal dynamics.
- ❖ Curiosity and comfort with nuance and complexity.

Leadership Style

- ❖ Capacity to build warm, authentic connections with people of diverse backgrounds.
- ❖ Balanced leadership style that can cultivate room for careful deliberation and rally others to action.
- ❖ Team sensibility that welcomes collaborations and contributions and shares credit widely.
- ❖ Commitment to building consensus and ability to engage in mature, transparent, and respectful dialogue to achieve it.
- ❖ Patience and open-mindedness in working with others.
- ❖ Highest level of personal and professional integrity and quality standards.





MIND & LIFE
I N S T I T U T E

Questions, résumés, and CVs should be sent
to search@driconsulting.com

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

The Mind & Life Institute is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



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