



## **Director of Parent Advancement**

Lawrence Academy  
Groton, MA

Lawrence Academy is a co-educational day and boarding school for students in grades 9 through 12, located on a 135-acre campus in Groton, MA, just 31 miles northwest of Boston. Founded in 1793, Lawrence Academy (also known as LA) enrolls approximately 400 students from the United States and overseas. With 75 teaching faculty, the student-to-teacher ratio is 5:1, and the average class size at LA is between 8 and 16 students. LA enjoys its heritage as one of the oldest independent schools in the country while embracing a contemporary student-centered approach that supports its mission: “Lawrence Academy recognizes you for who you are and inspires you to take responsibility for who you want to become.” In LA’s tightly-knit environment, students are supported and encouraged to exercise their minds, discover their voices, learn creatively, and take their own initiative. The academic program is uniquely hands-on and allows students to discover how their education can be applied in daily life.



**Carney  
Sandoe**  
& ASSOCIATES

Carney, Sandoe & Associates

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## Director of Parent Advancement

The Director of Parent Advancement is responsible for the cultivation, solicitation, and engagement of current parents, parents of alumni, and grandparents in support of Lawrence Academy's mission through programmatic, fundraising, and volunteer efforts to increase both current and future philanthropic engagement. The Director focuses on leadership annual and major gift campaign prospects and leads the work of the Program Manager for Program Advancement.

### Requirements/Essential Functions

- Works with the Head of School, the Advancement Leadership Team and the Board of Trustees on key outreach and interaction with parents, parents of alumni and grandparents.
- Manages and recruits the LA Parent Fund volunteers responsible for assisting with raising support for the LA Fund.
- Manages the Program Manager for Parent Advancement for stewardship, and events including Fall Class Dinners, Fall Family Weekend, and all Parent Association events (e.g., Holiday Party, Faculty Staff Appreciation, Spring Social /Auction, end of year Volunteer Party)
- Manages a portfolio of leadership annual fund and major capital prospects to assist with reaching the annual fundraising and participation goals as established by the Advancement Leadership Team for the LA Fund and Capital/Endowment support (FY24 goal is \$1.84M and FY24 campaign goal of \$8M)
- Plan and execute compelling cultivation events with the Head of School and other members of the Advancement Leadership Team for capital and endowment support.
- Develops and manages fundraising strategies for international families.
- Manages and recruits the Senior Parent Gift Committee.
- Collaborates with Head of School and other leadership to develop the Senior Parent Gift project and goals.
- Schedules, invites, attends, and manages all Senior Parent Gift committee meetings.
- Oversees the planning and management of the Annual Spring Social/Auction event with stated goals for the LA Fund.
- Works with Director of Advancement Communications to produce content for the weekly E-News communication to parents, the Annual Report and Academy Journal.
- Partners with the Director of Development, Director of Alumni Advancement and Director of Communications and Special Projects to design all LA fund appeals, solicitations and collateral both digital and print.
- Provides timely updates, analysis, and management of constituent data using Blackbaud's Raiser's Edge NXT platform.



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## Qualifications and Skills

- An entrepreneurial spirit and demonstrated track record of building and enhancing parent engagement and front-line fundraising preferably in an educational setting.
- Direct fundraising experience in a capital campaign environment
- At least 8-10 years of direct professional experience
- Excellent interpersonal skills as well as strong written and verbal communication skills
- Demonstrated volunteer management and engagement skills.
- Ability to work both autonomously and collaboratively with key internal and external partners.
- Familiarity with and experience implementing educational fundraising best practices for the annual fund and demonstrated success aligning parent/engagement programming with institutional priorities and capital objectives.
- Willingness to travel locally and attend weekend/evening parent meetings and events.
- Strong data and analytical skills.
- Experience and facility with development database software such as Blackbaud's Raiser's Edge NXT or Millennium
- Bachelor's degree required.
- Commitment to and appreciation for the mission of Lawrence Academy
- Candidates will be required to complete criminal records, sexual offender records, driving records, and Massachusetts fingerprinting checks.



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### Physical Requirements and Work Environment

- May work at a desk and computer for extended periods of time.
- Ability to be mobile in a multi-story, historic building.
- Be able to occasionally lift up to 15 lbs.
- Work primarily in a traditional climate-controlled office environment.
- Work intermittently in outside weather conditions.
- Weekend and evening work required on occasion.

### Interested Persons Contact:

Jonathan K. Ball  
Managing Associate  
Carney, Sandoe & Associates  
617-933-3450 (dir)

[jball@carneysandoe.com](mailto:jball@carneysandoe.com)

*All inquiries and nominations are kept confidential.*

*The Academy does not discriminate and does not tolerate discrimination based on race, color, ethnicity, national origin, religion, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, genetic information, veteran or Uniformed Service status, or any other characteristic protected by applicable federal, state, or local law.*



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