

# John Morris

M • 612.270.3279 E • jmorris507@gmail.com  
1009 N Mill Point Circle – Manhattan, KS 66503

## CAREER HISTORY

Kansas State University Foundation, Manhattan, KS

April 2016 – present

### *Senior Vice President for Development*

Kansas State University Foundation's CDO and SVP; responsible for the executive leadership of the fundraising enterprise; 90+ development staff and \$14m+ budget

- *Transform, enhance and evolve the development division to pursue the "best development shop in higher education" by;*
  - Building and maintaining a culture committed to being the "best" for our donors, our university and our staff – by focusing on production, collaboration and professional excellence
  - Reorganizing staff and structure to promote growth and efficiencies
  - Evolving our data inputs allowing for advanced statistical analysis, forecasting and modeling – to drive custom solicitation strategies and channels for all prospect segments
  - Creating and implementing a comprehensive and holistic principal gifts program
  - Implementing "meaningful measures" performance metrics and goals to align all aspects for frontline fundraising and development support units
  - Deconstructing, rebuilding and simplifying memorandum of understanding and gift agreement documents and process to ensure gifts are awardable and impactful
  - Implementing standard and repeatable frontline training to establish the "K-State Way" of major gift fundraising and management of frontline officers
  - Ending our reliance on 3<sup>rd</sup> party management of the annual giving program and implementing a comprehensive and aligned gift acquisition system
  - Modifying gift production counting to comply with standards and best practices
  - Building and sustaining strong working relationships with University leadership, academic deans, athletics and alumni association
  - Achieving 2019 "Great Place to Work" Certification
- *Deliver results*
  - Record fundraising growth; FY20 \$177m, FY19 \$212m (all-time record), FY18 \$174m, FY17 \$153m, FY16 \$140m
  - Surpassed campaign milestones ahead of pace, including \$1.6b against a \$1.4b goal
  - Enhanced efficiency of the fundraising enterprise (\$4.2m/development officer & .8c to raise \$1)
  - Engage, solicit and steward transformative gifts (\$25m+) – closing 5 of the university's largest gifts ever – including first ever college and department (7) naming gifts
  - Expanded the major gift donor base from 400 to 600+; growing the pipeline in every category of major gift
  - Grew the number of \$1m gifts from 21 to 40+ annually; increasing the dollars raised by over 40%

- Frontline staff recognized nationally as top performers (Blackbaud and Edeventures) 75% of KSUF fundraisers recognized as the top 10% in the industry
- Reversed the national trend of declining overall donor participation and grew the overall donor count by 5%
- Grew gifted real estate portfolio from \$25m to nearly \$100m
- Identified and secured new revenues to grow fundraising and development staff (grew from 27 frontline to 44)
- Reduced financial burden of the University to support development activities
- ***Executive responsibility to the development committee of the KSUF board of directors***
  - 3 committee and full board meetings annually (16 voting members) with an additional 2 full trustee meetings (300+ non-voting members)
  - Support governance, finance and audit and asset management committees from the fundraising perspective
  - Actively participate in board recruitment and placement
  - Build content and programming strategy for semi-annual full day trustee meetings
- ***Primary campaign architect, led the \$1.4b “Innovation and Inspiration” campaign***
  - Raised 115% of fundraising goal, including all 18 colleges/units achieving their fundraising goals
  - Executed full capacity screening, campaign evaluation and projections
  - Ended our reliance on 3<sup>rd</sup> party campaign counsel
  - Extended campaign and elevated the goal to capitalize on momentum and focus philanthropy on “signature drivers”
  - Implemented internal campaign steering committee and campaign strategy team
  - Transitioned finale event to full virtual engagements because of global pandemic
- **University leadership, management and service**
  - Build complimentary engagement strategies with the alumni association, K-State athletic and university marketing and communication
  - Conduct semi-annual training for faculty, deans and campus vice presidents to build their fundraising capabilities and transform their priorities into fundable ideas
  - Partner with the President and Provost to collaboratively set priorities, engage campus leaders and promote philanthropy
  - Serve on campus search committees for deans and vice presidents
  - Represent the Foundation at university cabinet meetings in place of CEO when necessary
  - Serve on university special project committees; multi-cultural students center, strategic enrollment management, global food & health and community engagement committees

**University of Minnesota Foundation, Minneapolis, MN**

**April 2012 – April 2016**

***Sr. Director of Development***

- Central Foundation leader, managed complex relationships with collegiate chief development officers, deans and department heads to build regional engagement/gift acquisition strategies in the U of MN's decentralized development operation which raised \$351m in FY15, \$289m in FY14 and \$285m in FY13
- Led UMF's regional major gifts team of 11 major gifts officers; directed the strategy and collaboration with the University's 30+ fundraising units to maximize philanthropic activity outside of the state of Minnesota
- Regional team production surpassed all metrics for gift production, solicitations, personal visits and qualifications. Led a 60% growth in gift production and 50% growth in solicitation activity
- Grew the regional program from a team of 5 to a team of 11 gift officers and enhanced the structure to promote growth opportunities and career path trajectories
- Led the planning, coordination, strategy and execution of the University President's regional donor engagement
- Served as a Principal Gifts fundraiser and managed a portfolio of 65 nationally located prospects, primarily with capacities to make \$1m+ gifts
- Member of Principal Gifts Workgroup (7 member committee) – Driving strategy, moves and stewardship of all \$5m+ gifts at the U of MN, campuses, hospitals and clinics
- Served as the Development lead on a database build and prospect management project to maximize development officer efficiency utilizing best practices and data analytics as part of the quiet phase of the \$4b "Driven" campaign
- Created UMF's first university wide mid-level/LAG program in preparation for campaign and oversee the program director and 4 gift officers
- Developed program and strategic plan for UMF's international fundraising program
- Managed a budget of \$1m+

***Regional Development Director***

- Built and managed a portfolio of over 200 regionally located (Mid-West) Major Gift prospects on behalf of, and in collaboration with, the 30 separate college and program fundraising units at the University of Minnesota, including academic health and hospitals and clinics
- Exceeded all foundation metrics: Averaged 150+ personal visits, \$3m in solicitations, and \$1.25M in gift production
- Developed an entirely new portfolio in the Mid-West, filling the Foundation's pipeline with net new prospects – building a gift pipeline of \$7.2M
- Created, recruited, hired, trained, coached and managed the Associate Development Officer branch (3 officers) of the organizational structure for the Regional Development Team
- Collaborated with Senior leadership to develop a 3-phase major gift officer training program that consisted of a curriculum, apprenticeship and mentorship phases

**Benedictine University, Lisle, IL**  
**April 2008 – April 2012**

***Associate Vice President for Advancement***

- Led the University's fundraising operation, set 10-year record for gifts received and dollars raised
- Served as Chief Development Officer and coordinated with the President, EVP and board of trustees to manage the University's top prospects and benefactors
- Created the Office of University Advancement and developed departmental structure, policies and operational plans
- Hired, coached and managed 7 full time gift officers
- Indirectly supervised the areas of alumni relations, research, events and stewardship
- Managed an active portfolio of the University's top 50 prospects and solicited more than \$2m annually

***Assistant Director of Athletics – Advancement***

- Secured the University's largest gift in 8 years which served as the lead gift and challenge gift for a facilities capital campaign
- Developed and executed campaign plan and solicited all gifts of a \$8.5M renovation of the University's indoor athletic and wellness center
- Increased giving to athletics by 300%

**Leadership Service**

**Virtual CASE Annual Conference for IRF July 2020 – *The Future of Campaigns***

**NAADA – Virtual Conference, June 2020 – *Crafting an Opportunity Story***

**EverTrue Raise Conference Sept. 2019 – *The K-State Way***

**EverTrue Raise Podcast July 2019 – *Take the Guess Work Out of Organizational Success***

**Association of Governing Boards 2019 – *Playing the Long Game; Re-Thinking Fundraising from the Top Down* – co- presenter**

**Big 12 Development Conference 2018 – *Working Collaboratively with Campus Leadership* – panelist**

**CASE Regional Conference 2018 - *Identify and Retain Your Top Gift Officers* – co-presenter**

**Reeher Vista Conference 2017 - *The Future of Fundraising* –keynote panelist; *Prime Officer* - panelist**

**Association of Lutheran Development Execs. 2014 – *Getting Appointments, From Data to Doorstep* - presenter**

**Council for Independent Colleges Conference 2011 – *Collaborating with Deans, Succeeding in a Segmented Approach* – co-presenter**

**National Association of Athletic Development Officers Convention 2009 – *Raising Funds without Ticket Sales* – co-presenter**

**Education**

Illinois State University, Normal, IL – M.S. 2007

Winona State University, Winona, MN – B.S. 2006