



# The Bay School

## Director of Development

**Location**

San Francisco, CA

**Initial Client Review**

Late Feb / Early March

**Start Date**

On or before July 1, 2026

**Post Date**

January 16

**On-Site Final Round**

Mid-to-late March

**Reports To**

Chief Advancement &  
Enrollment Officer

**Priority Deadline**

February 16

**Decision Announced**

March 30

**Annual Salary Range**

\$230,000–\$255,000



**12M & Ed Tech**  
RECRUITING

# Summary

**The Bay School of San Francisco, founded in 2004, is a private, coeducational college preparatory school uniquely located in the Presidio, where nature and innovation intersect.**

Bay's distinctive curriculum blends academic rigor with experiential learning, emphasizing depth over breadth through immersive three-week courses that encourage curiosity, critical thinking, and real-world application. With a commitment to developing well-rounded individuals, the school fosters intellectual confidence, ethical leadership, and a collaborative spirit. As a dynamic and inclusive community of 400 students, Bay prioritizes accessibility through an inclusive tuition model including nearly \$6M in flexible tuition awards.

Bay now seeks a director of development to lead the school's philanthropic vision at an exciting moment in the school's growth. With an historic campaign just now starting to enter its quiet phase, the director will be charged with executing the campaign's strategy, which has been carefully prepared and planned for the last two years in partnership with CCS Fundraising. The next director will also be charged with expanding the annual giving and major gifts programs, building a more robust alumni engagement effort, and bringing more visibility and awareness to issues of stewardship and philanthropy. The director of development supervises a small team in the development office, collaborates with an engaged leadership team and board of trustees, liaises and partners regularly with the head of school, and reports to the chief advancement & enrollment officer. Bay looks forward to welcoming its next director of development to begin on or before July 1, 2026.



## Mission

**At The Bay School, we balance challenging academics and innovative thinking with a mindful approach to learning and life. Our goal is to see students unlock their individual and collective potential so they begin to realize their roles in a dynamic world.**



# Our Mission in Action



**At The Bay School, we balance challenging academics and innovative thinking...**

We cultivate intellectual entrepreneurs. We design our curriculum to enable students to take ownership of their learning in an environment of high academic expectations. Students critically evaluate nuanced ideas from multiple perspectives and generate meaning for themselves. They craft creative solutions to real-world problems and come to understand their ability to effect meaningful change.

**...with a mindful approach to learning and life.**

We see the challenges of adolescence as critical catalysts for personal growth. We teach students habits of reflection and discernment that enable them to navigate those challenges and discover who they are. Our students learn to think carefully and act deliberately, while considering the experiences and perspectives of others. The practice of mindfulness permeates all aspects of school life, fostering a thoughtful and cohesive community.

**Our goal is to see students unlock their individual and collective potential...**

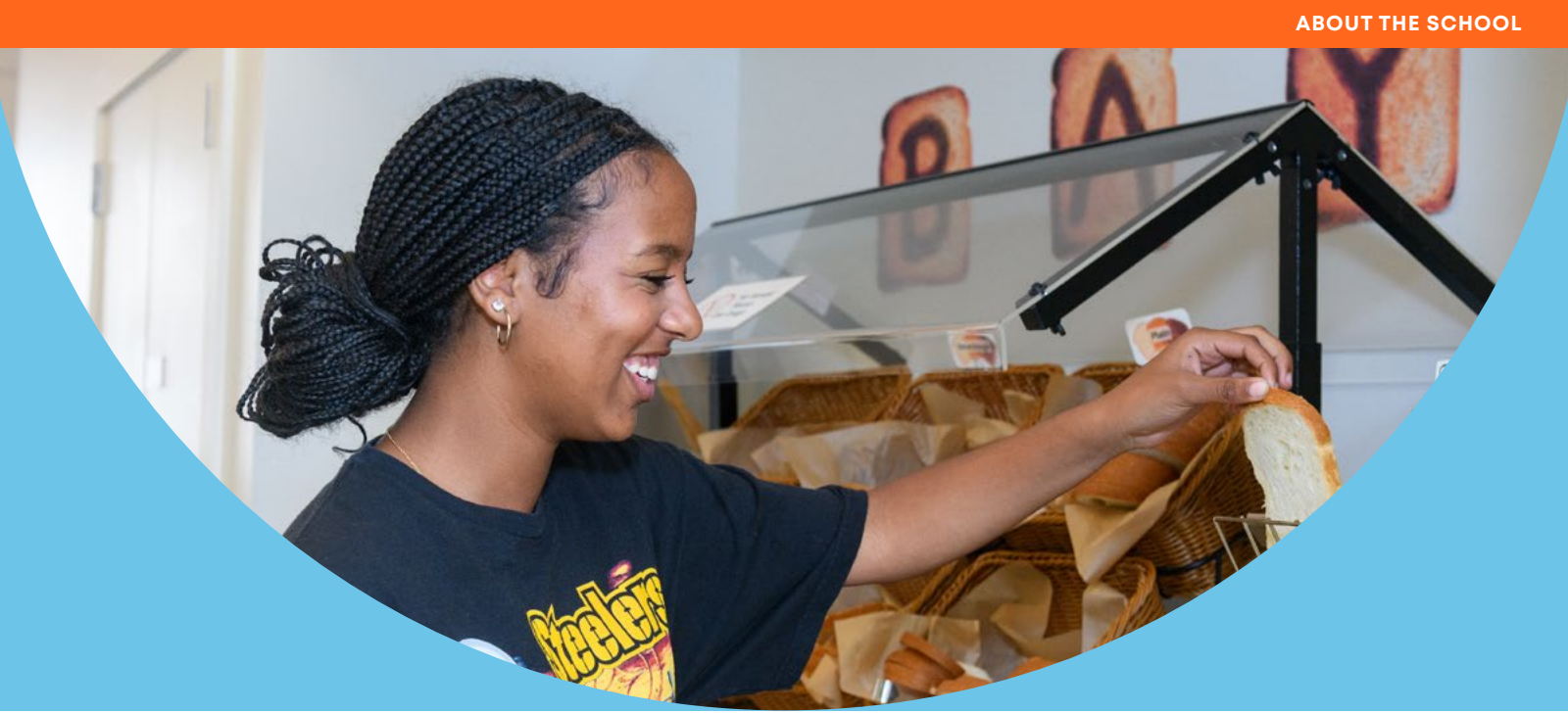
We challenge students to take risks. Our students learn to respond to setbacks gracefully, knowing that failure is often a step in the direction of success. They gain confidence in their own abilities and appreciate the value and richness of collective effort. Increasing levels of academic and personal autonomy enable students to discover their passions, pursue their interests, and test their limits.

**...so they begin to realize their roles in a dynamic world.**

Because Bay understands that life doesn't come with a syllabus, we instill students with the courage and good humor necessary to flourish in an unpredictable world. Looking beyond the walls of the school, our students develop an emerging sense of their own purpose in order to become engaged global citizens.







# Precepts

The Precepts were developed to inform both our individual and community choices. They are not rules, but rather aspirations: we believe that honoring the precepts in our daily lives allows us to develop strong, healthy relationships with ourselves and our communities.

The Bay School Precepts live in our classrooms, in the artwork on our walls, and especially in Morning Meeting, where individuals—students and teachers alike—share how they have applied, struggled with, or found profound meaning in them. They are part of what makes The Bay School a unique learning community.

- We value **living with kindness and honesty**; we are careful truth-tellers.
- We value the **importance of boundaries**; we take only what is given.
- We value **respecting ourselves and our friends in relationships**; we don't misuse sexuality.
- We value **a clear mind and a healthy, strong body**; we don't intoxicate ourselves with alcohol, drugs, unhealthy food, or the misuse of technology.
- We value **kind speech**; we don't slander or gossip.
- We **value the richness of difference and diversity**; we don't praise ourselves at the expense of another; we don't bully or haze.
- We value **communication**; we don't harbor anger or ill will, especially toward ourselves.
- We value **generosity**; we share, giving and receiving help.
- We value **patience with ourselves and others**; we don't rush to judgment.
- We value **the earth, our home**; we don't pollute, we recycle, and we are careful, conscious consumers.



# Curriculum Overview

When you know how to think,  
you can approach any problem.

Bay's curriculum and course offerings reflect our commitment to depth over breadth and finding the balance between learning content and developing skills. Students build a foundation for deep learning in 9th and 10th grades. Starting in 11th grade, students practice more independence in their learning and have more choice points in their pathway through Bay. By 12th grade, Bay students are deep in their learning journeys, exploring areas of passion and interest in all subject areas. Every Bay graduate exceeds the admission requirements for the University of California and graduates with a transcript that tells a story about who they are as a student and where their academic interests lie.



The school year is divided into four terms:

**fall semester**  
**winter Immersive**  
**spring semester**  
**spring Immersive**

During semesters, students take five classes and participate in Activities (our version of PE); during Immersive terms, students take one intensive class for three weeks.

## Teaching and Learning

There are two modes to the Bay academic year: semester and Immersive. In both, we stress students' mastery of content and skills through the consistent application of learning.

In a semester-term literature class, this might look like a panel discussion in which audience members select topics and the students address relevant themes within the works they've studied. Conceptual Physics, required for all 9th graders, begins with first-person experimentation in collaborative lab work. From this direct experience, they learn to describe their observations, collect empirical data, and make

predictions. Finally, they will learn to convert what they've seen into algebraic formulas and learn the scientific vocabulary to describe it.

During Immersive terms students dig more deeply into quick iterative learning and the practice of transferable skills. The singular focus for three weeks and full-day class blocks allow for multifaceted teaching and learning. Our project-driven approach is seen in the culminating exhibition, during which each class publicly presents their final projects to the community. These projects range from short films to presentations of scientific findings to an adaptation of a Shakespeare play.





# The Immersive Experience

**Three weeks,  
one class,  
twice a year.  
Learn by doing.  
Go deep.**

In taking one course, students have time to engage deeply with the subject matter, sit with questions, and apply their learning daily so concepts and skills are layered and reinforced. Consistent feedback between students and teachers allows for the continual refinement of ideas.

Immersives are designed by our faculty to take advantage of the format. Science courses are driven by labs and fieldwork, social studies classes spend time learning within communities, literature and writing classes have time for deep analysis and a rigorous writing process. Browse the courses listed below to see the variety offered in this program, and download the [2025-2026 course catalog](#) to see what's on deck for this year.

On the last day we hold Exhibition, where all students present to the Bay community on topics that they have researched in depth. Podcasts, video journals, short films, detailed infographics, lab reports: the final projects display incredible variety. By their senior year, Bay students are adept at research, synthesis, and public presentation of complicated ideas.





# Key Stats

**2004**

founding  
year

**400**

students in  
2025-26

**78%**

of students  
are from  
San Francisco

**43%**

of students  
identify as  
people of color

**100+**

middle  
schools  
represented

**20%**

come from public  
or parochial  
schools

**33%**

of staffulty  
identify as  
people of color

**75%**

of staffulty  
have advanced  
degrees

**14**

years of teaching  
experience of  
Bay teachers

**30+**

honors courses

**38**

immersive courses

**\$5.9 million**

in flexible tuition

**29%**

of families receive  
flexible tuition



[bayschoolsf.org](https://bayschoolsf.org)

## Philanthropy & Financial Stats

### Operating Fund Summary 2024-2025



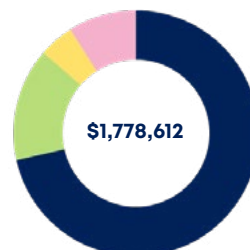
● \$26,903,226  
TUITION AND FEES

● \$1,336,074  
ANNUAL FUNDRAISING

● \$136,087 ENDOWMENT DRAW/USES

● \$1,293,102 INTEREST AND OTHER INCOME

### Fundraising Summary 2024-2025



● \$1,275,461  
ANNUAL FUND  
(restricted and  
unrestricted)

● \$265,324 BAY SPLASH

● \$82,827 SENIOR CLASS GIFT  
(endowment)

● \$155,000 MEET THE MOMENT CAMPAIGN

2025-2026

**\$67,211**

Tuition

**\$1.35 million**

Annual Fund Goal



# The Presidio Advantage

City. Forest.  
Classroom. Home.

## Learning that lives in the landscape.

Bay's immersive approach thrives in the Presidio, where students don't just learn about the environment—they learn in it. Whether they're studying ecology among redwoods, doing calculus down in Crissy Marsh, or drawing out on the green space, the natural world becomes a living, breathing classroom.

## In the city, with room to think.

The Presidio offers direct access to San Francisco's cultural, intellectual, and innovative richness while giving students space to focus, reflect, and fully engage. With 1,500 acres of protected parkland as our backyard, students move freely, think expansively, and learn in ways that extend far beyond four walls.

## Our Home in the Presidio

In keeping with the Bay precept of living with kindness and honesty and being careful truth tellers, we acknowledge that the Bay School campus sits on the land of the Village of Yelamu, which is the traditional, unceded territory of the Ramaytush-speaking people.

## Getting to Bay

It's easier than you think. Bay's location in the Presidio is well connected to the rest of the Bay Area, and students, faculty, and staff commute daily from San Francisco, Marin, and the East Bay using a variety of reliable transportation options.

- Bay's bus service in San Francisco and Marin
- Carpooling with neighboring Bay students (the most popular option—multiple paid-parking lots are nearby)
- SF public transit access via Presidio GO shuttle and MUNI—both free for students
- Public transportation routes - including the 43, 30, and 28 bus lines
- Golden Gate Transit from Marin
- On-site bike parking and skateboard storage
- Drop-off loop for smooth parent/guardian access





# A Kind and Ethical Community



## Morning Meetings

Three days a week, Bay students and staffuly come together for 25 minutes in the Great Room to begin the day.

Individual and collective potential. The Bay School believes that we better ourselves and each other by not only recognizing our interconnectedness, but furthering it. Morning Meeting supports us in living out this belief.

The depth and variety of Morning Meetings make this time something to look forward to, and our alumni tell us over and over that the experience remains a touchstone for them. This practice builds our community and is one of the ways we continually seek to realize our collective potential.

## Mindfulness

Morning Meetings always include a few minutes of silence during which we are intentionally present, centering ourselves, focusing on the breath, and noticing our own physical and emotional states. By practicing being present at Morning Meeting and throughout the school day, students are better able to focus, forge strong community relationships, and learn from their triumphs and failures.

During their time at Bay, some students begin to take a greater role in this practice by leading us in guided meditation or creative visualization. Juniors and seniors have the opportunity to go deeper

into the roots of mindfulness by taking the three-week Immersive course in Buddhism.

## Ethics

A lively engagement with ethical questions is central to how teachers and students interact at Bay. This shows up in many spheres—in the classroom, in clubs and affinity groups, and frequently during Morning Meetings.

In confronting questions that traverse disciplines and demand rigorous thought, our students not only develop intellectual integrity, they also learn to see the connections between seemingly disparate arenas of human activity.

They gain philosophical, religious, creative, and scientific lenses for addressing complex questions and issues, developing perspectives that are intellectually sophisticated and personally meaningful.

Within our community, the Bay Precepts are a daily reminder of our aspirations to ethical living. The expectations we have of ourselves and each other are visible in trusting relationships among and between staffuly and students—hallways lined with unattended backpacks are a common sight, and a hallmark of “the Bay way” is that students feel a great sense of safety and support from the adults around them.



# Diversity, Equity, and Belonging

Bay encourages its staff and students to tackle issues of social justice and equity, and to do the work required to advance the human condition.

Creating a community that fosters true belonging takes hard work and a certain comfort with discomfort, and we seek to ensure that our students have the skills and knowledge to examine unquestioned assumptions about the world and self, to listen and engage with respect and empathy, and to make a meaningful impact in their communities and the world. The work of building a diverse, equitable community where all belong is—and always should be—an ongoing process, so our practices are not stagnant.



## The Student and Staff Experience

We know that variety and difference help us achieve more creative, sophisticated work and solutions to challenges, and the research shows it. Our multidisciplinary, experiential approach to learning allows students to experience diversity as a strength. In leadership opportunities, affinity groups, clubs, and academic electives, students can engage their layered

identities and interests with those of their peers.

Staff attend conferences and engage in professional development focused on diversity, equity, and inclusion. And, like students, they enjoy peer relationships and affinity groups.

## Institutional Commitment

Bay is unusual among its peer schools in having created an inclusive tuition model, and we offer flexible tuition rather than

financial aid. The tools and services covered by tuition for every student include a laptop computer, scientific calculator, all classroom books and supplies, a daily multi-course lunch and snacks available all day, team uniforms, required class trips and travel—including for Immersives—and more. These costs are typically in addition to tuition at other schools. By eliminating fees for all of the extras, Bay works to create a sense of belonging and to mindfully ensure that all students benefit equally from their experience here.



# Strategic Design 2025–2030

As Bay evolves and adapts into its third decade, we remain deeply committed to our founding spirit of innovation, our connected community, and our precepts. Bay's mission and precepts along with our commitment to diversity, equity, and belonging ground this Strategic Design, as do the learnings from our 2018 Strategic Plan and the research of the Strategic Design Task Force over the last year. We are building upon two decades of educational innovation to further a school culture, program, and vision designed to actively address the needs of students today and in the future.

—Luke Felker, Head of School

## Belonging at Bay

Over the next five years, we will build upon Bay's foundation to enhance our practices, systems, and outcomes to meet the evolving needs of the students and families we serve, centering those communities that have historically been marginalized.

### Priorities

- New multiuse community spaces
- Greater financial access and support
- Enhanced diversity, equity, and belonging programming, including further investment in student affinity groups
- Assessment and sharing of institutional progress

## Learning at Bay

In the next five years, we will expand our programs, strengthening the ties between academic learning and the rich resources of our community. This investment will further achieve our mission of launching agile young adults whose preparation for college and employment is unmatched, and whose capacity to collaborate, innovate, and navigate ambiguity proves transformative.

### Priorities

- Deepen and broaden immersive, project-based learning model, including launching international Immersives
- Expand strategic partnerships with Bay Area nonprofits, the Presidio National Park, and other community partners
- Further integrate hands-on, real-world learning within core semester academic offerings
- Reimagine Bay's technology vision, leveraging AI while ensuring a grounding in ethics

## Thriving at Bay

Over the next five years, this commitment will include new initiatives to enhance mental and emotional well-being, develop professional growth pathways, and create experiences that help every member of our community thrive.

### Priorities

- Expand on wellness programming for students, faculty, and staff
- Amplify opportunities for growth and sustainability for Bay employees
- Bolster employee benefits program, including the launch of Bay's sabbatical program for faculty and staff
- Center joy through the experiences and fabric of the community

## Innovating at Bay

Over the next five years, we will create a more sustainable model for program delivery, ensuring our institutional resources and systems align with our vision for educational excellence.

### Priorities

- Enhance financial sustainability through an inspiring capital and endowment campaign
- Create a Partnerships Director role to enhance and broaden our community engagement programs
- Strengthen Bay's visibility and appeal by evolving our positioning and recruitment approach for our third decade
- Extend the Bay community through meaningful alumni connections that amplify Bay's impact





# Philanthropy at Bay

From flexible tuition to Immersives to robust support for students' social and emotional wellness to staffulty professional development, philanthropy touches every aspect of life at Bay.

As a non-profit, independent school, we rely on both tuition and philanthropy to support our mission. Bay families give generously of themselves to make our community stronger—because of you, our school continues to be a place for growth, learning, and belonging. Our community doesn't just give to Bay, it invests in our future.

**Each year the Bay School has two main fundraising campaigns:**

## The Annual Fund

The Annual Fund is a critical part of our financial model and helps to keep Bay at the leading edge of education. From innovative programming to a deep commitment to access through an “all-in” tuition model and nearly \$6M in flexible tuition grants per year, gifts to the Annual Fund are used in the current school year to ensure access to the exceptional student-centered experiences that define our institution.

## Additional Giving Opportunities

### Senior Class Gift

Every year, we ask our senior families to participate in the Senior Class Gift. An annual tradition at Bay, funds raised from this initiative live in perpetuity within the broader endowment and provide critical support for students, staffulty, and Bay's academic programs while serving as a platform for future alumni giving.

## Bay Splash Giving Days

Bay Splash Giving Days take place in the spring, in the lead-up to our annual Bay Splash celebration, and are designed to raise funds to benefit a specific need at Bay, such as flexible tuition, student health and wellness, or staffulty professional development. In lieu of an auction or paddle-raise, we hold our giving days online, making giving easy and approachable. Following our Giving Days, Bay Splash Celebration brings our community together for a fun-filled evening of music and dancing, drinks, and bites! This casual gathering is a great opportunity to celebrate our community and connect with friends.

### Special Campaigns

At times we introduce stand-alone strategic fundraising efforts that require exceptional community support and major giving. These campaigns address mission-critical priorities such as flexible tuition, growing the endowment, program expansion, and more, as set forth by the Board of Trustees and school leadership.

The Annual Fund

SEP

OCT

NOV

DEC

JAN

FEB

Bay Splash

MAR

APR

Senior Class Gift

MAY



# Background & Narrative



The Bay School of San Francisco, founded in 2004, is a private, coeducational college preparatory high school located in the Presidio, where nature and innovation intersect. Bay serves approximately 400 students, and its distinctive curriculum blends academic rigor with experiential learning, emphasizing depth over breadth through immersive three-week courses that encourage curiosity, critical thinking, and real-world application. With a commitment to developing well-rounded individuals, the school fosters intellectual confidence, ethical leadership, and a collaborative spirit in a diverse and inclusive learning environment.

Now, Bay is eager to welcome its next director of development to oversee philanthropic initiatives at an exciting moment for this truly unique independent school. In addition to overseeing the annual fund, special events, and major gifts program, the next director will have the opportunity to enter right as the school is preparing to execute its largest capital campaign in history. The campaign is just now entering its quiet phase, with the campaign moving into full swing in winter of 2026. For the last couple of years the school has laid the groundwork for this campaign, having conducted a feasibility study in partnership with CCS Fundraising. School leadership is in the process of forming a campaign committee, preparing campaign leaders-to-be, and building an initial pipeline and communication plan. The next director will step into this major campaign at a time when momentum, excitement, and anticipation are all starting to peak.

Fundraising strategy at Bay has continued to evolve since the school's inception, growing from grassroots and informal structures of the school's early days to what is now a small team that runs the regular cycle of development operations. Ongoing annual fundraising endeavors, including the annual fund, Bay Splash event, and the senior gift campaign, continue to generate consistent support year-over-year.

At the same time, Bay's donor community carries untapped potential, and a cornerstone of the incoming

director's role will be to expand the major gifts program. Current families are passionate about Bay's programs and student outcomes, and the incoming director should take the time to cultivate meaningful relationships to understand and share the positive impact that Bay has on its students. Bay truly has a unique value proposition and compelling mission within the San Francisco Bay Area high school landscape, and the personal stories of families and students are integral to not only Bay culture but also Bay philanthropy. On that note, alumni, who are still a relatively young constituency for the school, have the potential to become another pillar of philanthropic support as the first Bay graduates are just now hitting their mid-30s.

All these efforts will require enhanced outreach campaigns to demonstrate to constituents that Bay's program relies on substantial donor support beyond tuition revenue. A successful development director will be eager to nurture relationships that invite all donors to contribute their time, talents, and resources in ways that support the school's programs, future endowment, and flexible tuition initiatives. To do this successfully, the director will need to be a visible and engaged presence in the school community and a capable storyteller who can communicate Bay's unique value proposition in a compelling, mission-aligned way. Bay's culture of philanthropy reflects its values of humility, authenticity, and student-centered innovation. The next director will understand and embrace this distinctive ethos, while also inspiring generosity at a transformational level.

For several years during and right after the pandemic, Bay had a successful development director who both rose up the ranks of the department, and had been a parent at the school. At Bay, those kinds of personal connections are very important, and when the next development director takes the helm that mindset of cultivating authentic relationships and building trust among community members will be essential. Successful past directors have demonstrated an approachability and openness toward the community, and the ability to leverage one-on-one connections



in support of philanthropic goals. This year, an interim consultant from CCS Fundraising is leading the office. This temporary arrangement that brought in outside expertise came at the right time for Bay, as the interim director is bringing focus to the major gifts program and building momentum for campaign planning. With this foundation in place, Bay is eager to welcome its next permanent director to carry this work forward.

The director will oversee a team of three other full-time positions that support Bay's traditional fundraising programs and events, as well as the systems that underpin donor engagement. A temporary campaign manager, another contract position from CCS, is focusing squarely on early pipeline development, leadership training, and the launch of the cornerstone gifts phase of the campaign. As Bay enters this next phase, the incoming director will have the opportunity to guide and develop the team toward ambitious goals, while also assessing overall staffing needs. It is essential for the department to be well-positioned to advance the campaign, expand major gifts, and build a more comprehensive alumni program.

Luke Felker, who has been the head of school at Bay for over ten years and has over twenty years of overall headship experience, has been deeply involved in fundraising for the school and is viewed by everyone as an outstanding partner to any seasoned, ambitious development director. Looking ahead to the major campaign on the horizon, he will be an enthusiastic and able partner to the director of development in any stage of fundraising, from donor cultivation to

pledge commitment. At the same time, Bay is still a relatively young school, which requires the head of school to be pulled in many different directions. Thus, while the development director will need to remain in close partnership with the head of school, the development director will also need to be highly experienced, able to work independently and in collaboration with the chief advancement & enrollment officer, and willing to seek out other partners—from trustees to other leadership team members.

The incoming director of development will have the chance to demonstrate the critical role of philanthropy in advancing Bay's mission and strategic direction, grow and lead the development team, and help board members and other community leaders feel more skilled, comfortable, and confident in supporting fundraising efforts and cultivating donor connections of their own. Fortunately, the faculty and staff ("staffulty") at Bay are deeply engaged and supportive partners, and will be invaluable resources for the incoming director to partner with.

A successful candidate for Bay's next director of development will be seasoned at both the art and science of philanthropy, able to build genuine relationships with a community of colleagues and donors, confident in making major asks, and eager to elevate Bay's philanthropic strategy towards long-term sustainability. Bay looks forward to welcoming on or before July 1 its next director of development, a position that reports to the chief advancement & enrollment officer and liaises and partners regularly with the head of school.



**Amy Rasner Clulow**

**Incoming Chief Advancement & Enrollment Officer**

Amy will join Bay as the Chief Advancement & Enrollment Officer later this year after serving as the Director of People & Culture at Athenian School. Before Athenian, Amy served as the Sr. Associate Director of Admission and Director of Multicultural Outreach at Hotchkiss School.



**Luke W. Felker**

**Head of School**

Luke has had a robust career in education, holding various teaching and administrative positions. Before coming to The Bay School in 2015, he spent 10 years as Head of School at Madison Country Day School, a Pre-K-12, IB World school in Wisconsin.

## Partnering with the Bay Community

As a key member of Bay's newly-established Advancement Department, which includes both the development and admission teams, the director of development will work collaboratively with school leaders including the head of school and chief advancement & enrollment officer to lead philanthropic strategy that aligns with Bay's mission.

We invite you to [watch our interview](#) with Luke Felker, Head of School at Bay, who talks about the warm and highly relational community at Bay, the school's unique culture, what brought him to Bay over a decade ago, and why it's such a special place at which to work, learn, and teach. Luke also discusses the next chapter for the school as it approaches its 25th anniversary, a chapter that will be powered by a bold strategic plan and a major philanthropic campaign, and he shares his excitement about bringing a director of development to Bay to establish a great partnership with both him and the incoming chief advancement & enrollment officer.





# Opportunities & Focus Areas

At this time in its history, Bay is building philanthropic and financial sustainability for the future. The incoming director of development will join the newly-created Advancement Department, which unifies the admission and development teams under the leadership of the chief advancement & enrollment officer. The director of development will have a number of opportunities to work with members of the Advancement Department to bring Bay's mission and vision to life by crafting a mission-aligned philanthropic strategy in key areas.



## Upcoming Campaign

Bay is in the early stages of its largest campaign to-date, which will provide support for the priorities outlined in Bay's 2025-2030 strategic vision. This will include expanding opportunities for immersive learning, and building financial sustainability that will alleviate the pressure on tuition revenue. With the feasibility study complete and early campaign planning currently underway, the next director of development will play a pivotal role in sustaining campaign momentum, sharpening the case for support, and mobilizing community leadership.

## Mission-Aligned Philanthropy

The Bay community comprises families passionate about the unique educational experience Bay offers its students. The newly formed Advancement Department will offer an opportunity for the school to develop a coordinated strategy of mission-aligned, external engagement bridging together the traditional admission and development lifecycles. A successful director of development will champion this effort by inspiring, communicating, and activating donor support, enabling Bay to continue investing in its people and program beyond what tuition revenue can support, and will equip trustees and community leaders with the tools to engage confidently in fundraising efforts.

## Donor Cultivation, Solicitation, & Stewardship

Bay has a solid base of supportive families and donors, with untapped potential for transformational giving. The incoming director will have the opportunity to deepen relationships that move beyond transactional appeals, taking the time to understand each donor's capacity and affinity, aligning those interests with Bay's mission and priorities. In doing so, the director will guide the school's major gifts program toward a more intentional practice of personalized cultivation, stewardship, and requests for support.

## Alumni & Community Engagement

With 18 years of graduates, Bay's alumni network is still young but full of potential. The next director will have the exciting opportunity to build an enduring alumni program that offers alumni meaningful ways to connect with the school. These efforts will plant the seeds for a vibrant alumni community to grow into a key pillar of the school's future fundraising strategy.



# Duties

## Mission-Aligned Philanthropy

- Design and execute strategic plans for near-term success and long-term growth of annual fundraising, major gifts, campaign programs, and alumni engagement in support of the sustainability and development of Bay.
- Work closely and build relationships with the chief advancement & enrollment officer, head of school, board of trustees, and the leadership team to promote the role of fundraising and philanthropy at Bay, and develop multi-year plans to ensure that the school develops an ongoing culture of philanthropy.
- Develop, coach, and mentor colleagues, key volunteers, and trustees to take an active role in building relationships and fundraising.
- Partner across Bay's leadership, faculty, admissions, and communications to integrate philanthropy into the fabric of school life and amplify Bay's distinctive story.
- Be a visible, engaged presence in Bay's daily life in order to share the school's story with authenticity and inspiration.
- Conduct personal requests for all aspects of fundraising.

## Donor Cultivation, Solicitation, & Stewardship

- Cultivate meaningful relationships with donors, alumni, students, and other stakeholders to effectively and authentically share Bay's educational approach and student impact.
- Develop and expand the major gifts program through high-touch, authentic relationships while fostering existing donor relationships at all levels of giving.
- Collaborate with the development team to plan and produce fundraising events including donor receptions, meetings, and other special events.
- Develop an alumni engagement program to connect with alumni and find ways for alumni to engage with the community in alignment with the school's philanthropic goals.
- Collaborate with the chief advancement & enrollment officer, head of school, board of trustees, and administrative leadership to develop a campaign strategy aligned with Bay's values and strategic priorities.

## Departmental Leadership

- Supervise and offer outstanding mentorship, feedback, support, professional growth, and guidance to the development team, which currently comprises three full-time positions that report to the director, and a temporary contract position to manage the early stages of the campaign.
- Provide ongoing assessment of roles and responsibilities for the purpose of ensuring the development team has proper staffing aligned with fundraising goals and needs of the school, which may include augmenting the staff to support major gifts and alumni engagement.
- Implement best practices in data recording and management, gift acknowledgment and reporting, donor relations, giving policies and confidentiality of information.
- Report directly to the chief advancement & enrollment officer, liaise and partner regularly with the head of school, and perform other duties as assigned.



# Qualifications & Qualities



## Professional Qualifications

- A bachelor's degree from an accredited college or university; advanced coursework or degree preferred
- A proven track record of fundraising success, including an ability to cultivate, solicit, and secure major contributions through excellent relationship management skills
- Multiple years of increasing responsibility in fundraising and donor cultivation, preferably in an educational, nonprofit, or mission-aligned setting
- Experience leading and coordinating the work of a high-performing fundraising team
- Comprehensive understanding of advancement best practices and demonstrated proficiency with leading-edge fundraising technology

## Leadership & Personal Qualities

- A proclivity for relationship-building across different constituencies, including alumni, trustees, parents and guardians, staff and faculty, and friends of the school
- Exceptional communication skills, both written and public speaking, with the ability to connect with diverse audiences
- Highly organized and detail-oriented, with robust analytical and problem-solving skills to manage multiple priorities effectively
- A relational and authentic leadership style to mentor and develop a high-performing team
- Good judgment and discretion, and the ability to foster collaborative relationships while maintaining confidentiality
- Deep cultural competency and a demonstrated commitment to diversity, equity, inclusion, and belonging
- An alignment with The Bay School mission, philosophy, and precepts
- An eagerness to actively participate in the full life of a high school, including community events that may occur outside of standard working hours





# How to Apply

12M & Ed Tech Recruiting is acting on behalf of The Bay School to identify exceptional development leaders to fill this extraordinary opportunity. Direct inquiries to:

[jobs@12MRecruiting.com](mailto:jobs@12MRecruiting.com)



Applications submitted by **February 16, 2026** will receive priority review.

All applications must be submitted online:

[www.12MRecruiting.com/jobs/Bay/development](http://www.12MRecruiting.com/jobs/Bay/development)

## AN APPLICATION REQUIRES SUBMITTING FOUR PDFS:

1. Cover letter introducing yourself to The Bay School search committee
2. CV or resume
3. A reference list of four or more individuals who could speak on your behalf if you were to progress further in this search (include each person's name, current organization, title, phone number, email, and past connection to you; we will not contact anyone on your reference list without obtaining your permission first)
4. A response to the following prompt:

*In a few short paragraphs, please describe the most significant, multiyear development/capital campaign that you have been a part of, and share your role and areas of responsibility for that campaign. What are three simple, specific mindsets that would inform your leadership style as the development director for a school that is in the quiet stages of an eight-figure campaign, which would represent the largest philanthropic endeavor ever for this community-minded school?*

The Bay School does not discriminate on the basis of SOGIE (sexual orientation or gender identity expression), race, color, religion, ethnicity, national origin, ancestry, age, or any other characteristic protected by law. We are committed to having a community that reflects the diversity of the Bay Area. We hold the highest standards for respectful relationships among peers and students and strive to live by the school's precepts. We strongly encourage those with a demonstrated dedication to social justice, collaboration, innovation and student-centered education to apply. We encourage BIPOC candidates to apply.

[www.12MRecruiting.com](http://www.12MRecruiting.com)

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