

## Eric J. Snoek

Eric Snoek, Vice President, joined GG+A in 2012 and brings to the firm 30 years of development and advancement experience within higher education and independent educational institutions.

Eric has significant experience in individual giving; advancement planning and management; capital campaigns and campaign planning; training development staff and Board members; engagement programs; stewardship programs; moves management; and volunteer management.

Eric works with clients to build sustainable fundraising success in campaigns and in ongoing development efforts, serving as a consultant, coach, or in an interim management role. He has extensive experience in evaluating contemporary advancement programs; identifying opportunities and strategies for growth; organizing fundraising priorities; guiding the planning and execution of major campaigns; and managing all facets of advancement programs, including principal and major gifts, planned giving, annual giving, alumni relations, and stewardship. His fundraising and consulting experience makes him particularly qualified to understand the distinct culture and opportunities at a wide range of institutions, including complex public universities, private colleges, independent schools, hospitals and health care systems, and cultural institutions.

Before joining GG+A, Eric served as Vice President, Advancement, for Interlochen Center for the Arts in Michigan, where he led the effort to create a unified advancement program with expanded outreach, engagement, and fundraising activities. Interlochen secured record levels of support from alumni, parents, and patrons under his leadership. .

Prior to this role, Eric served as Vice President for College Advancement at Wheaton College in Massachusetts, where he was responsible for managing a team of more than 50 advancement staff members. There, he provided leadership and vision for all aspects of Wheaton's external relations department, which included alumni relations and annual giving, development, advancement services, communications, research, and events and conferences. Although in a period between campaigns, his emphasis on a coordinated and systematic advancement effort led Wheaton to record-setting annual fund and conference revenue while capital giving was sustained at campaign levels.

Before joining Wheaton College, Eric served as Director of Development at Bucknell University, playing a major role in the leadership of *The Bucknell Campaign*, which raised \$188.3 million against a \$150 million goal. He came to Bucknell as Associate Director of Planned and Major Gifts, was promoted to Director of Major Gifts, and then was promoted to serve as Director of Development during the public stage of the campaign. As Director of Development, Eric was responsible for conceptualizing program and individual donor strategies as well as managing 32 staff members in annual, major, and planned giving, and corporate and foundation relations.

Eric has also served as Director of Annual and Leadership Giving at the University of Massachusetts Amherst, where he built a personal solicitation team to enhance the existing phone and direct mail effort, exceeding program goals. He began his advancement career as a staff member on the UMass Alumni Relations team.

He has also provided pro bono fundraising consultation to several nonprofit organizations and served as a board member in two districts of the Council for the Advancement and Support of Education (CASE).

Eric holds a bachelor's degree in communication studies from the University of Massachusetts Amherst.

During his tenure with GG+A, Eric Snoek has provided counsel to the following client institutions:

*American Heart Association*

*The Blake School*

*Boy Scouts of America*

*Boys Town*

*Carnegie Library of Pittsburgh*

*Greenwich Country Day School*

*The Children's Museum of Indianapolis*

*Colby College*

*Cornell College*

*Curtis Institute of Music*

*Dartmouth College*

*Greenwich Country Day School*

*Hobart and William Smith Colleges*

*Keck School of Medicine of USC*

*Kenyon College*

*Knox College*

*Ann & Robert H. Lurie Children's Hospital of Chicago*

*McLaren Northern Michigan Foundation*

*University of Minnesota Foundation*

*University of North Carolina at Chapel Hill*

*University of North Carolina School of the Arts*

*The Ohio State University*

*University of Rochester*

*San Francisco Museum of Modern Art*

*Seton Hall University*