



**Jon Enslin**

*Vice President for College Advancement*

## Joyful giving as a rule

Individuals who opt to give want a joyful experience that pairs them with avenues for them to donate in a way that solves the problems they care deeply about.

## Liberal arts as a way of life

The son of an ELCA pastor, Enslin has a history of learning and working at liberal arts institutions. He's passionate about the way a liberal arts education shapes students and the way the liberal arts impacts the world.

## The power of passionate alumni

Enslin knows the passion of Augustana alumni and knows it's their engagement and generous gifts that will continue to create transformative experiences for students.

**Jon Enslin** is passionate about philanthropy and he's guided by two principles – giving should be joyful and the tastes of donors are changing.

Enslin joined Augustana College in January 2023, bringing with him a wealth of philanthropic experience. A longtime champion of nonprofits and charitable giving, Enslin is also dedicated to education rooted in the liberal arts and in encouraging students to discern their life's calling.

The son of an ELCA minister, Enslin said he's been aware of Augustana as a leading liberal arts institution all his life. He's also a graduate of Marquette University, meaning his ties to the liberal arts run deep. But joining Augustana did not come without surprises.

"Alumni of this school love this place more than any other school that I know," he said. "The alumni of this place are incredible."

Enslin said the work of advancement – promoting the college while requesting gifts to support the college's mission – is very rewarding.

"It's getting to meet people, helping them meet their philanthropic passions, working to help fund scholarships and strategic planning," he said.

Enslin has wasted no time getting to work, in particular championing Augustana Possible, a grant that meets full financial need for high-achieving Augustana students.

Donors today have different interests, and they want more data on how their gifts are impacting the causes they love, but Enslin said the same guiding equation remains.

"People give to solve a problem," he said. "We're listening more than dialoging than we have in the past, but it's still about matching people who give to an organization to solve the problems they care most about."

## Jon Enslin

Available for commentary on

- The impact of a liberal arts education on career and life.
- A listening-forward approach to learning what engaged donors want.
- The power of giving to an organization to solve a problem.
- Creating clear, impact-focused messages and visuals that inspire excitement.
- Going where the donor takes you and following their good reasons for their priority-setting.
- Stepping away from the loyalty circles that were favored by the previous generation of donors because they do not resonate with the donors of today.
- The generosity of young donors and meeting young alumni where they are so they can visualize themselves as part of giving campaigns.

### Professional experience

- Vice President for College Advancement, St. Norbert College, De Pere, Wis.,
- Vice Chancellor for University Advancement, University of Wisconsin-Whitewater, Whitewater, Wis.
- 30+ years of higher education Advancement experience

### Education

- M.S., business administration, University of Wisconsin-Whitewater
- B.A., Marquette University

### Professional organizations

- Council for Advancement & Support of Education (CASE), a global nonprofit association dedicated to educational advancement

### Augustana College engagement

- Part of the team advising the president and administration on the budget regarding priorities, budget building and the allocation of resources
- Harold T. and Violet M. Jaeke Awards Committee, recognizing outstanding performance by members of Augustana's faculty and staff

### LinkedIn



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