

chatham UNIVERSITY

Job Title: Director of Annual Giving

Department: Office of University Advancement

Reports to: AVP of Development

Position summary:

The Director of Annual Giving is a critical team player in achieving the University's annual giving fundraising and participation goals and for meeting goals for ongoing unrestricted operating support for the University. Working with the AVP of Development and the Vice President of University Advancement, the Director provides strategic direction and leadership for all annual fundraising and is responsible for meeting dollar, participation, and donor acquisition goals for unrestricted operating support. The successful candidate will demonstrate creativity, initiative, leadership, and independence and will be an enthusiastic supporter and advocate of personal, team, and institutional goals.

The Director manages all aspects of Annual Giving, including the Annual Fund direct mail and email campaigns, Leadership Annual Giving, Student Philanthropy programs, reunion giving, Day of Giving and other special crowdfunding initiatives, in addition to creating and executing a donor acquisition plan to expand Chatham's annual giving donor base and maximize support.

In addition, the Director will work closely with University Advancement leadership to plan, execute, and analyze annual giving results and work effectively with colleagues in University Advancement, and other campus partners in the execution of their programs. The Director will collaborate with Advancement Services staff to prepare reports and work with Individual Giving to maximize leadership annual fund support and referral for major and planned giving prospects and donors. Finally, the Director will manage a portfolio of annual giving prospects for personal cultivation and solicitation.

Qualifications:

- Bachelor's degree or equivalent combination of education and experience
- 4-6 years of progressively responsible experience in annual fundraising, preferably in higher education
- Demonstrated success exceeding annual dollar and acquisition goals
- Excellent verbal and written communication skills
- Demonstrated experience successfully managing multiple projects and priorities simultaneously
- Ability to work collaboratively with a diverse group of colleagues, students, and constituents
- Demonstrated ability to affect program expansion and growth
- Deep understanding and knowledge of fundraising best practices and annual giving marketing expertise
- Experience managing and motivating teams of staff, students, or volunteers
- Proven success with direct solicitation of leadership-level gifts
- Experience tracking, analyzing, and reporting fundraising results and using that data to inform strategy and decision-making
- Commitment to exercising sound judgement and discretion when working with confidential information
- Ability to work productively both independently and as part of a team
- Excellent customer service skills and experience building and maintaining effective relationships
- Experience using a donor database or CRM system to run financial reports and create donor lists

Responsibilities and Duties:

1. Achieve annual goals for unrestricted giving and alumni participation in annual giving programs every year.
2. Develop and execute the Annual Giving operating plan, calendar, segmentation strategy, and budget.

3. Develop and execute a donor acquisition and cultivation plan to expand Chatham's annual giving donor base and maximize leadership annual giving support.
4. Plan, direct and manage all aspects of the University's annual fundraising program, including direct mail, email, Day of Giving and crowdfunding, student philanthropy, reunion giving, and leadership annual giving.
5. Work with the AVP of Development to set annual goals and to regularly monitor revenue and cash flow projections. Regularly evaluate the effectiveness of annual fundraising efforts and ensure that deadlines and benchmarks are met.
6. Work closely with Advancement Services staff to develop comprehensive reports. Utilize data to set benchmarks for monitoring progress and develop strategies to meet challenges and maximize opportunities.
7. Serve as the lead project manager for the University's annual Day of Giving. This includes creating and managing the communications calendar, collaborating with Alumni Engagement on featured engagement and volunteer opportunities, partnering with Marketing and Communications on theme, website, and print and digital collateral, and managing the staffing plan for the event.
8. Supervise the Assistant Director of Annual Giving Communications.
9. Manage the creation of fundraising materials including but not limited to letters, emails, newsletters, custom reply cards and envelopes, website content, proposals, PowerPoint presentations, and contributions to board reports. Serve as the creative force behind Annual Giving themes, appeals, follow-up strategies and reports.
10. Assume primary responsibility for the growth of the University's leadership giving society, *the 1869 Society*. Meet regularly with the AVP of Development and the Individual Giving team to maximize leadership gifts from annual, major, and planned giving donors and ensure close coordination of solicitations, and stewardship activities and mailings.
11. Support strategic and operational planning within Advancement and contribute to the overall efforts of the University Advancement team.
12. Work cooperatively with the University Advancement staff and with staff in other divisions to fulfill Chatham's mission.
13. Must be able to work some evenings and weekends.

September 2021