



WALNUT HILLS HIGH SCHOOL

DIRECTOR OF ANNUAL GIVING

OVERVIEW: Reporting to the Executive Director, the Director of Annual Giving manages all aspects of the Foundation's Annual Fund program, with the purpose of raising unrestricted funds with a goal to increase the number of donors and dollar amount raised each year. The Director is a dynamic representative of the Foundation and school who is genuinely passionate about Walnut Hills and sincerely interested in the activities and interests of the entire Walnut Hills family; with an ability to share this passion and vision in a compelling manner.

The overall success of the Development Office depends on team-work and collaboration. This position requires the Director of Annual Giving to work closely with other members of the Development Team to ensure a coordinated, effective, consistent, and strategic execution of annual giving programs, appeals, activities, donor relations and stewardship.

Success of the annual giving program will be measured in unrestricted dollars-raised in support of the Annual Fund, donor acquisition and retention, and overall percent-participation among the various constituencies.

The Director will possess excellent communication and interpersonal skills, impeccable integrity, outstanding organizational skills, and excellent relationship-building skills with donors. The Director will be confident and enthusiastic, and a motivational team player. A willingness to work outside of "normal" business hours is essential as peak periods and special events necessitate some evening and weekend hours.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Crafting and executing a comprehensive, multi-channel, integrated strategic plan for the Annual Fund including, but not restricted to, a comprehensive calendar of direct mail/social media appeals etc. This would also include supporting events or activities that provide alumni engagement both on and off the campus dovetailing with all fund raising programs and initiatives.

- Particular focus would be on increasing Annual Giving with younger alumni. Recruit and develop volunteer class agents, work with team to develop activities to engage younger alumni and create social media strategies to support initiatives.
- Develop a portfolio with the Executive Director of prospective Annual Fund leadership donors and assist with face-to-face visits and/or personal asks/follow-ups. Complete contact reports after every donor visit and update database information about donors and prospects as appropriate.
- Generating useful and accurate reporting methods to track annual giving progress; pulling regular queries, reports and exports from Raiser's Edge.
- Collaborating with the team to recommend effective print, web and electronic materials; and provide regular Annual Fund updates and newsfeeds for the website.
- Managing and executing all donor relations and stewardship activities, processes, communications and events related to Annual Fund gifts and donors; including collateral materials, appeals, acknowledgments, welcome packages and impact reports.
- Follow-up with all gifts to ensure that all corporate matching gift opportunities are captured and pursued.
- Oversee the collection of donor data for the annual report; draft summary information and features for the annual report that highlight the year.
- Provide support to the Executive Director in the identification and qualification of prospective major donors.

QUALIFICATIONS/SKILLS REQUIRED

- Bachelor's degree required
- Relevant experience in fundraising, or related field, in an educational or non-profit setting
- Experience using social media for fundraising; familiarity with Facebook, LinkedIn, twitter etc.
- Excellent oral, written, and interpersonal communication skills; conformable asking people for donations of money, time and talent are essential.
- Strong analytical and organizational skills.
- Competency with basic word processing, spreadsheet, PowerPoint and internet functions. Experience in Raiser's Edge/Blackbaud highly preferred.

PERSONAL CHARACTERISTICS REQUIRED

- Commitment to and understanding of the Walnut Hills mission and vision; commitment to excellence
- A person of unquestioned integrity who has an impeccable reputation, honors commitments and deadlines, and deals with people in a straightforward and personal way.

- Ability to work both independently and as a team member, prioritize work; assimilate and interpret significant amounts of information; meticulous attention to detail
- Entrepreneurial, self-confident and self-motivated, resourceful, driven to achieve results
- A positive attitude, hardworking and enthusiastic, a sense of humor
- Ability to handle confidential material and situations with discretion and sensitivity in a timely and appropriate manner.