



# CARROLL UNIVERSITY

**Position:** Director of Annual Giving Programs (New Position)

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**Classification:** Administrative Staff- Full Time- 12 Month- 2080 Hours

**Reports To:** Senior Director of Annual Giving Programs

**Summary:** In this newly created role, the Director of Annual Giving Programs will serve a pivotal role in Carroll University's planning and execution of annual giving programs and reaching fundraising goals. In partnership with, and supervision from, the Senior Director of Annual Giving Programs and Advancement Services, the Director works to build a pipeline of support to improve participation and dollars raised for Carroll University. Lead responsibilities include the Athletic Annual Giving Program, Crowdfunding, Giving Day(s), and the Carroll Student Philanthropy Program including the hiring and training of students. The Director spearheads fundraising activities, develops solicitation materials and calling/texting scripts, manages donation pages, marketing projects, and multichannel solicitations for the University. The Director must demonstrate familiarity with a variety of the field's concepts, best practices and demonstrate a command of industry standards and procedures. The position requires sound judgment and ability to act independently to plan and accomplish goals.

**Responsibilities:**

- Develop a working knowledge of Carroll University and its fundraising priorities to articulate a compelling case to all constituents.
- Under the leadership of the Senior Director of Annual Giving Programs, work toward improving response rates and increasing donor retention and acquisition. Collaborate on strategies and activities that increase participation and giving to Carroll University.
- Oversee all aspects of the Carroll University Student Philanthropy Program. Design and implement annual Senior Class Gift and Student Philanthropy initiatives. Ambassador recruitment, solicitation material development, crowdfunding, philanthropy cord distribution, VanillaSoft calling strategies and training of student employees. This includes the hiring of work study students (including student supervisors and fellows) and managing the Senior Class Gift Committee, development of training materials, coordination of student schedules, project management, and budgeting. Responsible for the development, implementation and management of the university's calling and texting programs.
- Provide leadership and direction for Digital Fundraising:
  - Net Community – lead for annual giving within this platform. Setting up donation pages and emails, uploading lists, photos, and other materials for e-appeals and other messages. Sourcing

photos for appeals and donation pages. Reviewing weekly gift reports to make sure appeal codes are properly recorded. Sending changes and corrections for processing.

- Social media – Assist with online and offline fundraising efforts.
  - Calling & Texting– draft messages, prepare lists, send messages and follow-ups. Manage VanillaSoft platform.
  - Understanding of current online fundraising trends, direct mail, crowdfunding, social media, mobile, and digital acquisition.
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- Oversee all aspects of Carroll University crowdfunding programs. Partner with Senior Director of Annual Giving Programs in development of strategies for increasing number of crowdfunding projects and dollars raised annually. Partner with coaches, faculty, staff, and students as appropriate to administer and market crowdfunding projects.
  - In partnership with Senior Director of Annual Giving Programs, assist with Giving Tuesday planning and execution and lead social ambassador efforts.
  - Plan and execute a Carroll Giving Day, a cross-campus, one-day giving challenge, including the solicitation strategy, ambassador recruitment, campus events, and follow-up.
  - Work with colleagues to develop a culture of philanthropy and stewardship among alumni, parents, students, and friends of the university.
  - Collaborate with Annual Giving staff to complete a comprehensive solicitation schedule in order to maximize results. Draft and edit content for appeals, brochures, online content, donation pages, and other fundraising materials. Assist in the writing, designing, development and execution of assigned annual fund direct mail pieces, including leadership annual giving for The Old Main Society.
  - Assist in analyzing annual fund data. This includes evaluating progress, estimating projections, tracking donor information and trends, tabulating calling/emailing/texting records/results and recommending strategy adjustments for assigned projects and programs.
  - Oversee certain aspects of reunion giving. Develop and execute multichannel outreach that promotes reunion participation and class giving. Work with reunion giving committees, prepare reunion messaging into mailings, emails and calling efforts.
  - Undertake other duties and responsibilities as assigned and appropriate, recognizing that Institutional Advancement is an integrated office requiring occasional participation in assignments that are not specific to annual giving.
  - Assist in creating a recurring gift program (monthly donors).
  - Improve response rates and increase donor retention.

### **Qualifications:**

### **Education and/or Experience:**

- Bachelor's degree required
- Five to seven years annual giving, development or marketing experience is required
- Ability to work flexible schedule including some evening and weekend work on high-profile engagement events and peak giving times.
- Excellent organizational and communication skills with ability to multi-task
- Volunteer management experience is a plus
- Knowledge of Raisers Edge or other advancement data products a plus
- Knowledge of Microsoft Windows, Excel, Word, and Power Point

### **Additional Knowledge, Skills and Abilities:**

- Candidates must be willing and able to support and advance the [University mission](#)
- Strong interpersonal and organizational skills and aptitude for working with people of different ages and temperaments
- High energy level, self-motivated and self-directed to design and complete projects
- Must have the ability to manage hours as necessary that maximize telephone contact with targeted prospective donors during peak periods (calling and texting). A flexible non-traditional schedule including some evenings and weekends when Student Calling is in session and for other portfolio responsibilities as required
- Must also have skills and desire to: multi-task and meet deadlines; be a team player; work collaboratively; willingness to learn the principles and techniques relevant to annual giving and major gift fundraising
- Demonstration of integrity, positive attitude, diplomacy, tact, courtesy, and a sense of humor
- Possess an ROI-mindset when establishing priorities and use of limited resources
- Demonstrated excellent written and oral communications skills; must be able to communicate with a varied university constituency
- Strong interpersonal communications and motivational skills; must be a “self-starter” with the ability to work independently
- Ability to manage confidential information with discretion.
- Excellent computer skills including, but not limited to, word-processing, spreadsheet, database, and Web-based software required
- Candidate must demonstrate a willingness and ability to support a diverse, equitable and inclusive environment

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