



JOB TITLE: Director of Annual Giving

FLSA DUTIES STATUS: Exempt

REPORTS TO: Senior Director of Development and Outreach

JOB OBJECTIVE: The Director of Annual Giving directs and oversees the Annual Appeal, Planned Giving, Special Events and Donor Giving Societies. These tasks will include donor prospect management and stewardship as well as the development of materials, mailing lists, printing, follow-up and targeted donor interaction. The director should target annual base gifts of \$1,000 to \$25,000. The Director should be able to manage a portfolio of donors and execute targeted asks with respect to annual and planned giving.

The essential job duties include but are not limited to:

- Creates and implements a plan to identify, cultivate and solicit the acquisition of new donors and retention and upgrade of existing donors for annual and planned gifts.
- Responsible for achieving program dollar and prospect solicitation goals, on budget and on time with increases year over year in both number of donors and dollar amounts.
- Prepares and presents regular reports on progress toward achievement of activity and fundraising goals
- Partners with Outreach Staff and Communication Vendors to develop high-quality, focused communications that accurately and compellingly present the strategic direction, priorities, and goals of the agency
- Works with other development team members to ensure necessary coordination between annual fund, corporate fund and major gift/campaign prospect approaches.
- Directs departmental donor cultivation events, planned giving seminars, and other income generating events
- Manages the creation of a direct mail marketing campaign and timelines; performs related tasks as required.
- Travels both locally and regionally to conduct face-to-face visits and solicitations with donors and potential donors, as well as leverage telephone, email, and digital or social media outreach to solicit annual and planned gifts in accordance with agency and department goals.
- Develop, edit, and coordinate distribution of collateral and other documents related to the Annual Appeal

- Track progress on prospect management using the donor database to create action items and successfully communicate contents of donor meetings and interactions.
- Collaborate with the Parish Engagement team to manage relationships across the service area for more robust donor stewardship.
- Explore, develop and manage Giving Societies for the Agency.
- Other duties as assigned by the Senior Director of Development and Outreach.

SUPERVISORY RESPONSIBILITIES:

- This position supervises the Special Events Manager.

MINIMUM QUALIFICATIONS FOR CONSIDERATION:

- Bachelor's Degree in Public Relations, Communication, Business or related field.
- 3 years of experience in prospect management, annual gifts, planned giving or campaign management.
- Bilingual in Spanish and English preferred.
- A combination of education and experience may be considered.

Knowledge, skills and abilities:

- Advanced understanding of the mission, operation, strategic goals and services of Catholic Charities.
- Excellent English including usage, spelling, grammar, composition and punctuation. Bilingual abilities in Spanish preferred.
- Ability to evaluate and analyze donor contribution trends and giving patterns.
- Ability to adjust communication style to handle effectively diverse situations.
- Strong attention to detail and good problem-solving skills.
- Ability to prioritize, oversee, and direct multiple projects simultaneously using appropriate deadlines.
- Maintain confidential and sensitive information.
- Work cooperatively with other departments, outside agencies, boards, management, and the general public.
- Communicate clearly and concisely both orally and in writing, tailoring the message to the intended audience.
- Use a variety of software packages, including Adobe Creative Suite, Raisers Edge, and Microsoft Office.
- Able to function autonomously and be proactive.
- Maintain sensitivity to cultural and socioeconomic the diversity of Catholic Charities' service population.

PHYSICAL REQUIREMENTS

This is sedentary work that requires the following physical activities:

- Sitting for long periods of time, walking, finger dexterity, feeling, repetitive motions, talking, hearing, and visual acuity.

- Occasional lifting (up to 20 pounds of computer equipment or paper supplies).
- May be required to travel by car or plane to business events or other company locations. Travel may require prolonged sitting or standing.
- May require some overnight travel.
 - Accommodation may be made for some of these physical demands for otherwise qualified individuals who require and request such accommodation.

WORKING CONDITIONS:

- Normal office environment.
- May be subjected to fast-paced decision making, crisis situations.

NOTE: The above statements are intended to describe the general nature and level of work performed by an employee in this position. These statements are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of employees in this position.

Nothing in this job description restricts management's right to assign or reassign job duties as required. This job description is not to be construed as a guaranteed contract of employment for a definite period of time.

I have read this job description and understand the duties included in it.

Employee Signature

Date