

## **JOB DESCRIPTION**

### **Director of Annual Giving and Events**

The Director of Annual Giving and Events is responsible for overseeing all aspects of the Annual Giving Program and Advancement Events of the Sisters of St. Joseph and their sponsored ministries. This position reports to the Director of Mission Advancement. This is a full-time, Long Island based position with flexibility to work remotely.

#### **Essential Duties & Responsibilities – *Includes, but is not limited to, the following:***

- In collaboration with the Director of Mission Advancement, he/she is responsible for meeting or exceeding the annual fund and events-related fundraising goals.
- Responsible for the management and implementation of the Annual Giving program (direct mail, in-kind donations, workplace giving, and online giving).
- Participates in each step of the donor pipeline including: identification, qualification, cultivation, stewardship and recognition.
- Works with Director of Mission Advancement to establish long term goals and objectives, to strategize annual campaign, and all other fundraising efforts.
- Cultivates and steward's gifts from individuals by maintaining frequent contact with current major donors and developing new relationships with prospects.
- Oversees special stewardship projects including: follow up letters after events, holiday card mailings, invitations to special events, personal calls to donors, etc.
- In close partnership with colleagues across the organization, provide creative and strategy support for Sisters of St. Joseph Giving Day.
- Conceives, develops and launch's a Loyalty Society designed to acquire, retain and upgrade donors of \$1,000 or more.
- Determines a schedule of electronic solicitations, including emails and videos, and works with the marketing and communications staff to produce and distribute.
- Solicits annual giving prospects though a variety of modalities including digital and direct mail and in-person to optimize donor acquisition, retention and increase dollars for annual fund-raising activities.
- Creates segmented appeal structures to meet annual goals for acquisition, retention, and upgrades.
- Works with the Director of Mission Advancement to create, design, write, and edit annual fund marketing and stewardship materials.
- Solicits sponsorships, underwriters and ads for special events.
- Prepares event meeting materials such as agendas, timelines, minutes, memos and correspondences.

- Along with the AG and Events Coordinator, the Director is responsible for daily donation data entry and database management. Enter donations into database, keep and maintain records of all funds raised for special events, direct mail and all other fundraising appeals.
- Maintains the integrity of all data flowing into and out of database.
- Runs gifts activity reports from database.
- Responds to donor inquiries.
- Oversees the processing of donations in the Raisers Edge database and process acknowledgement letters.
- Manages all monthly donors for the congregation.
- Performs other related development and communications functions as needed.
- Assists the Director of Mission Advancement in the overall yearly development planning.
- Maintains confidentiality of financial, contract and donor information.
- Prepares and oversees the preparation and execution of fundraising/stewardship events. (golf outing, spring luncheon, Homecoming, etc.)
- Develops and execute individual strategies for engaging, cultivating, soliciting, upgrading, stewarding, recognizing, and retaining individual and major gift donors.
- In partnership with the Director of Grants and Foundation, submits and secures corporate sponsorships as related to special events.
- Interfaces and works with the Finance Office to ensure reconciliation of gifts/donations, gift counting, and gift processing in order to maintain reporting accuracy.
- Supervises the Annual Giving and Events Coordinator.
- Other duties as consistent with this role.

**Required Qualifications:**

- Bachelor's degree from an accredited college or university in fundraising, business, communications, non-profit management, marketing, social sciences, or a related field.
- Five to ten years of related professional experience.
- Highly proficient computer skills.
- Prior experience in Blackbaud Raiser's Edge, Mobile Cause, GiveSmart and Net Community.

- Demonstrated ability to communicate effectively with a broad range of internal and external constituents including staff, students, alumnae, parents, donors, volunteers, and friends of the Congregation.
- Demonstrated ability to communicate effectively through the development and composition of professional correspondence and formal presentations.
- Strong interpersonal skills.
- Ability to effectively multi-task and produce accurate professional work products under demanding timelines.
- Ability to establish cooperative, effective working relationships.
- Outstanding planning and organizational skills.
- Ability to work independently and collaboratively.
- Proven ability to display discretion in dealing with sensitive, confidential issues.
- Sound judgment and problem-solving skills.

**Preferred Qualifications:**

- Prior experience with development or fundraising software.
- Prior experience with crowdfunding, social media marketing.
- Volunteer recruitment and management experience.