

**Job Title:** Director of Alumni Giving

**Reports To:** Vice President of Advancement

**Classification:** Exempt / Full-time / Year Round

## **SUMMARY**

Under the general direction of the Vice President of Advancement, the Director of Alumni Giving is responsible for the creation, implementation, and execution of fundraising strategies designed to increase alumni engagement and participation in La Salle's annual giving program and other fundraising efforts. This position also provides oversight, direction, and support towards all Alumni Board activities, including alumni-related events and communication. The position consistently executes and evaluates all donor identification, cultivation, and stewardship activities to ensure donor relations and fundraising goals are met.

The Director of Alumni Giving is a highly visible position that is expected to maintain strong relationships with existing donors, identify and engage new donor prospects, and collaborate with colleagues effectively and in alignment with the Lasallian Mission.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include but are not limited to the following:

### **Fundraising:**

- Develop and implement a comprehensive fundraising plan designed to grow the annual fund in both dollars and participation within the alumni community.
- Directly solicits annual fund gifts from existing and prospective donors in support of the strategic priorities of the organization.
- Maintain a high quality stewardship program that strengthens relationships and facilitates future giving among existing and new donors.
- Actively manage a portfolio of existing and prospective donors, including personal cultivation, solicitation, closing of gifts, and stewardship.
- Identify and cultivate prospects for escalated giving opportunities such as campus development campaigns or planned giving.
- Establish, monitor, and meet quantitative fundraising goals for alumni participation, donor retention, donor acquisition, and total overall fundraising performance.
- Prepare accurate and timely reports that clearly communicate fundraising progress towards annual fundraising goals; analyze results to inform and improve future efforts.

- Track metrics and evaluate effectiveness of alumni-related activities in relation to the overall goals and objectives for the school. Develop and track budgets for alumni events and activities, ensure integrity of alumni and fundraising data.
- Research, evaluate, and incorporate new and existing digital fundraising strategies to maximize reach and relevance within the donor community.

## **Alumni Relations**

- Develop and implement key strategies to enhance the alumni experience for all La Salle alumni, focusing on continued engagement with the alumni community; provide leadership and support for all alumni-related events and activities.
- Lead a collaborative partnership with the La Salle Alumni Association Board of Directors including active participation in alumni board meetings, timely financial reporting, and support of key alumni events such as Yulefest, the golf tournament, and class reunion activities. Responsibilities include audience and sponsorship development for these signature alumni events. Collaborate with alumni class leadership to coordinate invitations, track registrations and organize other aspects of class reunions. Manage communication with off-site reunion committees.
- Encourage alumni to contribute their professional services where applicable in support of the goals and objectives of the organization.

## **Communications**

- Collaborate with the Communications staff to develop key messaging strategies that effectively engage and inform the La Salle alumni community.
- Design and implement a comprehensive marketing and communications plan to increase alumni participation and support alumni relations, annual giving and stewardship objectives.
- Provide event-related communications support including the development of invitation lists, event program content, pre and post event communications, and reporting of event results and effectiveness.
- Recommend strategies and key messages to alumni constituents, including annual fundraising appeals, events, reunions, gift recognition, and special announcements; includes strategies for digital content and outreach through web and social media channels.
- Supervise the maintenance of accurate alumni database records and alumni outreach tools; such records and tools include ensuring accurate contact information, mailing addresses, gift history, and communication preferences.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with

disabilities to perform the essential functions. Position requires participation in frequent evening and weekend engagements.

## **MINIMUM EDUCATION and/or EXPERIENCE**

- Bachelor's degree in a related field.
- Demonstrated experience in non-profit environment; fundraising and event management required.
- Familiarity with the Lasallian Mission or Catholic education preferred.

## **SKILLS**

- Demonstrated willingness to 'make the ask' and ability to inspire people to action.
- Effective oral and written communication skills; including the ability to clearly articulate the needs of an organization and the related impact of a potential donation.
- Demonstrated ability to develop and maintain strong, trusting relationships in a professional work environment.
- Demonstrated ability to prepare and deliver effective presentations to individuals and groups.
- Ability to effectively attract, mobilize, and manage a volunteer workforce.
- Excellent customer service and interpersonal skills.
- Ability to work both independently and as part of a team; able to establish effective working relationships with colleagues and vendors and contribute positively to a team environment.
- Strong organizational skills, high level of accuracy and attention to detail necessary.
- Detail oriented and ability to work under time sensitive deadlines; ability to multi-task, prioritize and follow through on a variety of concurrent projects.
- Demonstrated intermediate proficiency in Microsoft Office Suite including Excel, Word and Outlook. Experience with Adobe InDesign and Blackbaud's The Raiser's Edge data base system desired.

## **REQUIREMENTS**

- Frequent evening and weekend event attendance is required.
- Most tasks to be completed in a typical office setting.
- General weight requirements will fall 20 pounds or less.