



**Kent Denver School
Director of Annual Giving**

DESCRIPTION

The Director of Annual Giving is primarily responsible for the success of the Kent Denver Fund, our annual fundraising program through which we raise more than \$1 million in unrestricted gifts from approximately 1,400 donors each year. Working closely with the development office team, the Director also helps with a wide array of electronic/digital initiatives and a variety of special events. Reports directly to Director of Development.

GOALS

- Attain or surpass annual fundraising goals each year
- Promote a proactive culture of philanthropy across all segments of the Kent Denver community
- Consistently improve the quality, effectiveness and efficiency of all Kent Denver Fund initiatives, communications and donation mechanisms
- Positively engage volunteers so that they truly enjoy freely offering their time to Kent Denver fundraising

RESPONSIBILITIES

- Recruit, organize, train, engage and motivate 45-50 parent volunteers whose primary responsibility is to ask other parents to support the Kent Denver Fund.
- Create the annual plan for attaining the Kent Denver Fund goals
- Produce all written/electronic/graphic/video Kent Denver Fund materials, including but not limited to:
 - Marketing brochures and related materials, both offline and online
 - Individualized solicitation and gift acknowledgement letters
 - Volunteer training and communication materials
- Design and implement successfully electronic fundraising initiatives and materials for entire school community (parents, alumni, friends)
- Regularly report fundraising progress (calls made, dollars raised, performance of individual volunteers, etc) to volunteers, Director of Development, Kent Denver Fund Chair, and Kent Denver Development Committee
- Work closely with the Gift Records Administrator, Director of Alumni Relations, Annual Fund chair(s)
- Provide recognition for volunteers and donors through special events, individual awards and/or accurate listing in the school's annual report, as appropriate

QUALIFICATIONS/REQUIREMENTS

- Undergraduate college degree
- Proven success at achieving goals and motivating volunteers
- Proven organizational, follow-through, and follow-up skills
- Strong interpersonal skills when working with independent school parents, parent volunteers, and other donor constituencies
- Attention to accounting details and process control
- Ability to think creatively in development of brochures, letters, webpages, social media postings and other donor-centric communications
- Track record with use of social media (Facebook, Twitter, etc) as organizational communication tools
- Utmost discretion with regard to donor personal information
- Philanthropic mindset, committed to the spirit of fundraising and charitable giving
- Ability to work 45+ hours per week including occasional nights and weekends
- Successful work experience in non-profit development and volunteer management a plus