



MADEIRA

Director of Annual Giving

The Madeira School is seeking a Director of Annual Giving to be a key advancement leader who is eager to build and lead a strategic annual giving program. Madeira is an all-girls boarding and day school with more than a century of delivering on its mission of [Launching Women Who Change the World](#). Located just outside of Washington, DC on the banks of the Potomac River in McLean, VA, Madeira enrolls 335 students in grades 9-12 with over 7,000 alumnae worldwide.

Madeira recently completed the \$85M [All the Difference](#) campaign and was successful in raising \$1.8M in unrestricted gifts for the annual fund last year. In July 2020 the School welcomed 10th Head of School [Gretchen Warner](#) and since then has launched a comprehensive strategic planning process.

Reporting to the Chief Advancement Officer, the Director of Annual Giving will plan, implement, supervise, and evaluate a comprehensive annual giving program focused on shaping a sustainable growth in donor count and annual operational support for Madeira.

Working closely with the Directors of Advancement Services, Alumnae & Parent Relations, and Major and Planned Giving; as well as the Director of Marketing & Communications, the new Director of Annual Giving will develop and execute a comprehensive annual giving program to raise renewable operational support with a specific focus on increasing alumni and parent participation, broadening the base of support, strengthening the major gift pipeline and unrestricted and targeted campaigns for restricted revenue as an integrated part of Madeira's fundraising and constituent engagement efforts.

This position works independently and collaborates extensively with colleagues within Advancement and throughout Madeira on fundraising, program management, volunteer engagement, outreach and communications. The Director of Annual Giving effectively uses, analyzes and leverages data, including leveraging social media connections, to develop and implement effective programs and to analyze results.

Responsibilities:

- Manage all aspects of the annual giving program; including recruiting, training, and collaborating with volunteers
- Develop and implement reunion giving and parent giving strategies
- Lead and motivate reunion giving, class agent, and parent fund volunteers to support the annual giving program
- Develop, plan, and execute direct mail campaign, e-solicitations, social crowd fundraising and phonathons
- Develop and execute annual giving stewardship to include recognition to first time donors, consecutive donors and leadership donors
- Create, plan and execute stewardship events for leadership gift clubs

- Design appropriate and personal acknowledgements to send to annual giving donors
- Develop and implement prospect management for all annual giving donors
- Manage portfolio of annual fund leadership donors with personal outreach and appropriate follow up
- Analyze programs and produce regular reports on fundraising progress for Board and school leadership
- Evaluate and maintain use of third party software programs related to volunteer management, social media campaigns and prospect management
- Supervise and evaluate direct reports, including the assistant director of annual giving and a gift officer
- Work with colleagues to create program strategies and use data to inform decisions
- Oversee program budgets
- Serve as liaisons with brokerage company for all stock gifts
- Oversee management of development database; assure data integrity through establishing operating procedures
- Oversee gift processing, gift acknowledgement and pledge reminder process, assuring accuracy
- Partner with communications in the production of the Annual Report

QUALIFICATIONS:

Education: Bachelor's degree, or equivalent combination of education and experience is required. Master's degree is preferred.

Experience: A minimum of 3 years of demonstrable leadership experience with increasing responsibility in the area of fundraising, annual giving or related field is required, with a demonstrated track record of success. Five years of experience at an academic institution or non-profit organization is preferred. Must be able to display the successful implementation of marketing strategies that directly impacted organizational revenue. Must demonstrate proven supervisory experience and competence as a team supervisor. Substantial comprehensive campaign experience preferred. Experience with Raiser's Edge, prospect research tools, and social media is preferred.

REQUIRED KNOWLEDGE AND CRITICAL SKILLS:

- Demonstrated effectiveness and clarity of verbal and written communication with excellent interpersonal communication and leadership skills to supervise, facilitate, motivate and inspire a diverse group of employees, parents, students, alumnae, volunteers and stakeholders from a wide variety of backgrounds.
- Must handle all activities and highly confidential information with patience, discretion, tact, and a keen eye for detail.
- Demonstrated ability to supervise and schedule staff.
- Able to organize and oversee events and projects of varying sizes.
- Proven ability to effectively use, analyze and leverage data in database systems, including leveraging social media connections
- Understanding and communicating the mission and vision of Madeira
- Comprehensive knowledge and understanding of best and effective practices in annual giving for educational institutions.
- Success in utilizing data to make decisions and an understanding of data analytics best practices.

- Comprehensive knowledge of multi-channel marketing including traditional channels (e.g., direct mail, telemarketing) and digital channels (email, websites, social media).
- Strong written and verbal communications skills.
- Proven ability to work cooperatively, collaboratively and supportively with colleagues.
- Proven ability to mentor and motivate teams, leverage and scale volunteer management, and supervise staff and manage performance accountability.
- Adherence to deadlines, outstanding organizational skills and ability to manage multiple projects concurrently.
- Demonstrated success in working with donors on annual gifts.
- Experience utilizing and leveraging fundraising database programs.
- Able to operate Apple or PC computers with basic Microsoft Office software, donor relationship management database (such as Raiser's Edge) and social media networking.
- Demonstrated understanding of the use of technology in assessing and improving Advancement systems and processes to achieve annual goals and maintain confidentiality.
- A strong sense of fundraising ethics and practices, and respect for confidentiality of donor information.
- Demonstrated ability to work as a self-starter and self-motivator.
- Demonstrated ability to work independently and collaboratively in a complex organization.