



**ST. FRANCIS COLLEGE**  
THE SMALL COLLEGE OF BIG DREAMS

### **Associate Director of Individual and Annual Giving**

Reporting to the Vice President of Development, the Associate Director of Individual and Annual Giving is an integral part of the College's dynamic fundraising team. The successful candidate will play a leadership role by strengthening and growing the College's fund raising activities, with emphasis on the Annual Fund and individual giving efforts. She or he will oversee the implementation of a comprehensive marketing and strategic plan for building an engaged, supportive and effective giving base, while driving annual support from both alumni and non-alumni. The Associate Director will cultivate, solicit and steward donors and potential donors, while also overseeing phonathon efforts, web-based giving, direct mail communications and other fundraising appeals.

For over 150 years, the mission of St. Francis has been to provide an affordable, quality education to working class people who otherwise may not be able to attend college. St. Francis College is a private, independent, co-educational urban college whose Franciscan and Catholic traditions underpin its commitment to academic excellence, spiritual and moral values, physical fitness, social responsibility and life-long learning. We educate the whole person for a full, relational life, developing the students' talents and abilities for meaningful, fulfilling careers, as well as for collaborative, service-oriented leadership.

The College strives to offer ample opportunities for students to immerse themselves in the intellectual, cultural and professional opportunities afforded by New York City and to serve the needs of the local community in which they live and study. Our location in Brooklyn Heights provides a confluence of cultures and religious beliefs, mirroring our commitment to maintain and celebrate our diverse student body.

St. Francis College is an Affirmative Action, Equal Opportunity employer and we are strongly committed to increasing the diversity of our faculty, students, and the curriculum. Qualified candidates of diverse ethnic and racial backgrounds are encouraged to apply. Interested applicants may apply by clicking [here](#).

#### **Duties and responsibilities of the Associate Director of Individual and Annual Giving**

- Establish and oversee a specific plan of action, including goals, timetables, and evaluation plans for the College's Annual Fund campaigns. Such plans shall include, but not be limited to, ways to increase alumni participation and overall donor retention and acquisition, as well as ways to increase overall contributions and support.
- Manage the system that oversees prospect response rates and effectiveness of mailings and other fundraising efforts including segmentation, targeting and sampling analyses. Develop and implement a plan of reporting of Annual Fund progress.
- Maintain a portfolio of annual fund donors who have the capacity to give at the President's Club level (\$2,500) to the Annual Fund. Set specific goals and identify actions to increase the number of President's Club leadership prospects to the Annual Fund. Work closely with the development

team and manage activities and events associated with donor migrations and stewardship of all societies for the Annual Fund.

- Recruit, train, manage and solicit Annual Fund volunteers, including Annual Giving Advisory Committee, Reunion Leadership and class agents.
- Coordinate and manage annual donor recognition activities, including the Donor Report and honor roll plaque; determine schedules and involve development and alumni affairs department regarding themes and donor recognition.
- Draft proposals for annual, capital and/or endowment support.
- Manage a portfolio of 100 plus individuals and qualify new prospects; oversee the acknowledgement and recognition of all individual gifts.
- Develop and implement multi-stage plans to identify, cultivate and solicit prospective leadership and individual giving supporters.
- Discuss and present applicable scheduling, messaging and segmentation strategies with team members.
- Perform comprehensive analysis related to all aspects of giving programs and generate/provide reports as requested by leadership; evaluate current Annual Fund programs and make recommendations for program enhancements and reallocations.
- Perform all other duties as assigned.

**Required Qualifications:**

- Minimum of a Bachelor's degree.
- Minimum of 4-years of experience in a fundraising environment.
- Proficiency with Raiser's Edge and Microsoft Office software programs, including Word, Excel and PowerPoint.
- Willingness and ability to work in a non-traditional work week environment and routinely participate in night and weekend events.
- High level of professionalism to be able to represent the College in the most positive manner with prospective, former and current students, alumni, colleagues and the St. Francis community at large.
- Sophisticated, outgoing and warm personality who can communicate with honest passion about the mission of St. Francis College, both verbally and in writing.
- An appreciation and understanding of working in an inclusive, engaging and diverse college environment.
- Skilled communicator who has demonstrated resourcefulness in working collaboratively with diverse constituencies.
- Problem-solving skills with an analytical and statistical mindset.
- Excellent time management and organization skills.
- Strong oral and written communication skills.
- Ability to work independently, collaboratively, and under supervision.
- Ability to exercise a high degree of independent judgment and initiative.
- Team-oriented individual experienced in working directly with volunteers and high net-worth individuals.

- Strategic thinker and organized task master, with a genuine interest in higher education and related fields
- Self-starter who is energetic and able to manage multiple priorities with high-level administrative and organizational skills.

**Preferred Qualifications:**

- Previous experience working in a fund raising/development capacity in higher education.
- Experience as a professional fundraiser or salesperson in a leadership role directly responsible for gifts or sales with a track record of closing five and six figure gifts/accounts.