

Associate Alumnae of Douglass College
Director of Annual Giving

The Associate Alumnae of Douglass College is seeking an experienced, creative and detail-oriented Director of Annual Giving to oversee all aspects of a comprehensive annual giving program. The Director of Annual Giving will have oversight of all activities for the AADC Annual Appeal, including direct mail, the phone program, Reunion giving programs, online fundraising and pledge reminders. The Director also will work with a volunteer board member, the AADC Annual Appeal Chair. Key responsibilities include personal visits with alumnae and friends to increase participation and renew and upgrade annual gifts, creation of all appeals and statistical tracking of overall progress and solicitation effectiveness. The Director will assist Reunion classes with special anniversary campaigns, and coordinate the holiday card initiative. The Director produces written communications in support of development objectives, including stewardship and solicitation letters, brochures and ads for the alumnae publications and Web sites.

Responsibilities

- Oversee all activities for AADC Annual Appeal including direct mail, the phone program, reunion giving programs, online and social media fundraising, pledge reminders, and the AADC holiday card mailing.
- Encourage and promote increased participation in the AADC Annual Appeal from alumnae, and friends.
- Employ online, social media, and e-mail strategies in promoting participation from our diverse alumnae and friends.
- Conduct personal visits to alumnae and friends to increase participation, renew and upgrade annual gifts.
- Create, manage, and update weekly reports and donor honor roll listings.
- Assist Reunion classes with special anniversary campaigns.
- Work closely with AADC finance/gift processing team and data team for statistical tracking of donor and dollar results.
- Work closely with the Annual Appeal Chairwoman, the phone program consultant, class fund agents, and other AADC staff members on alumnae events.
- Produce written communications in support of development objectives, including stewardship and solicitation letters, brochures, and ads for the alumnae publications and websites.
- Recruit, train and manage Annual Appeal volunteers.
- Reports to the Director of Development

Qualifications

- Bachelor's degree and three to five year's development or related experience.
- Strong interpersonal, verbal, and written communications skills.
- Experience working with volunteer-supported organizations in event planning, promotions, alumnae relations, communications, or a related field
- Computer literacy including Access, Excel and Word, and a demonstrated ability to achieve results are required.
- Experience with data base fund raising software preferred.
- Ability to work evenings and weekend hours, as needed
- Occasional day and overnight travel required
- A strong belief in the mission of the Associate Alumnae of Douglass College

Applicants should send a cover letter, resume, salary requirements, and contact information for three references to:

AADC Director of Annual Giving Search
Associate Alumnae of Douglass College
181 Ryders Lane
New Brunswick, NJ 08901-0557
Email: vanderson@douglassalumnae.org
FAX (732) 932-2883.

Applications will be reviewed until the position is filled. Only qualified applicants will be contacted.