

Madison House Assistant Director of Annual Giving As of September 15, 2021

I. Position Description

Madison House serves as the volunteer center for students at the University of Virginia. The Assistant Director of Annual Giving for Madison House is responsible for planning, organizing, implementing, and evaluating a strategic annual giving program that enhances the overall culture of philanthropy among UVA more than 40,000 alumni volunteers, friends, parents, and students. They direct a comprehensive program that serves as the foundation of future fundraising success by developing and growing a philanthropic connection with alumni, parents, employees, students, and friends. They are responsible for identifying, cultivating, and soliciting annual fund gifts of \$2,000+ as well as building a pipeline of new leadership level donors. In addition, they lead and manage a multi-channel, data-driven approach that includes, but is not limited to, mail, email, phonathon, Giving Days, crowdfunding, student campaigns, social media, and events.

II. Job Responsibilities

Responsibilities include, but are not limited to the following:

- Plans, directs, and oversees all aspects of Madison House's Annual Giving Program focused on achieving annual fundraising and performance goals, pipeline development, and implementing industry best practices.
- Maintains a portfolio of current donors and upgrades them to give at higher levels.
- Provides leadership in driving a best-in-class, multi-channel marketing and outreach program to acquire, re-activate, retain, and upgrade annual donors with a focus on expanding our base of support, growing retention rates, and increasing the pipeline of major donors.
- Designs and maintains annual giving reporting to analyze trends and drive strategic planning of fundraising efforts.
- Develops strong collaborations across schools, units, and programs at the University to deploy resources in innovative results-oriented ways that grow annual support and engage more constituents. This includes collaboration with development colleagues at the University of Virginia.
- Develops and implements solicitation and donor engagement strategies for the 4th year student giving program and parents program.
- Builds on the success of the past annual days of giving
- Determines department budget needs and manages approved budget expenditures.
- Supervises relationships between Madison House and outside vendors
- Ensures quality control and effectiveness of the mail/phone solicitation program.

III. Qualifications

- Bachelor's degree.
- Three or more years of relevant work experience in higher education fundraising or comparable field, campaigns and annual giving experience is preferred.
- Strong leadership, managerial and supervisory skills, and a track record of cross functional collaboration.
- Knowledge of fundraising principles and ability to participate in a complex development program.
- Track record of success in fundraising campaigns and analytical ability to recognize opportunities and prioritize them to attain goals.
- Experience and interest in personal solicitation of annual gifts as well as volunteer management and motivation.
- Experience using technology including computer software and database programs at the level of sophistication required for the development office.
- Madison House expects all current and new employees to be vaccinated against COVID-19.
- Excellent oral and written communications skills

IV. Compensation

- Salary range of \$45,000 to \$60,000.

Vi To Apply

- Please submit a resume and cover letter to Lisa Perl binder, Director of Advancement, at lisa@madisonhouse.org. Materials received by October 21, 2021 are guaranteed consideration. After that, materials received will continue to be considered until the role is filled.
- *Madison House is an Equal Opportunity Employer. Persons of all backgrounds—including people of color, women, people with disabilities, veterans, and LGBTQ candidates—are strongly encouraged to apply.*