

Title: Assistant Director of Annual Giving
Organization: Madison House
Job Hours/Type: Full Time, Exempt
Application Deadline: Open until filled

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 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. This position reports to the Madison House Director of Advancement.

Responsibilities include:

- 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.
- Responsible for 60 discovery and leadership gift ask visits annually, primarily in Virginia.
- 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 past annual days of giving.
- Supervises relationships between Madison House and outside vendors.
- Ensures quality control and effectiveness of the mail/phone solicitation program.

Skills required:

- Bachelor's degree.

- Three years of relevant work experience in higher education fundraising or comparable field, campaign 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.
- Interest in personal solicitation of annual gifts as well as volunteer management and motivation.
- Excellent oral and written communications skills.

Preferred Qualifications:

- Master's Degree in a related field.
- More than three years of relevant work experience in higher education fundraising, campaigns and annual giving.
- Experience with personal solicitation of annual gifts.
- Experience using Advancement technology (Salesforce Marketing Cloud, Ellucian Products, Evertrue, GiveCampus).
- Madison House expects all current and new employees to be vaccinated against COVID-19.

Additional information:

Madison House is an independent 501(c)3 nonprofit organization. Madison House employees are not employees of the state or of the University of Virginia. Madison House is an Equal Opportunity Employer. Candidates from diverse backgrounds are encouraged to apply. We offer a generous benefits package that includes medical and dental insurance, parental leave, employer contribution to a retirement plan, and a flexible hybrid work environment. This position will be open until filled.

Website:

<http://www.madisonhouse.org>

Contact Email:

allison@madisonhouse.org

Contact Phone:

434.297.9755

Additional Contact Details:

Interested applicants should email resume and cover letter along with three professional references to Director of Advancement Allison Reed at allison@madisonhouse.org.

Salary range: \$50,000-\$65,000 depending on experience.