



## Job Description

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### Position Title: Director of Annual Giving

#### Purpose of Position

The Director's primary responsibility is to advance our mission by growing unrestricted income through the strategic execution and management of a comprehensive annual giving program branded as "The Lion Fund." The Director works in conjunction with all colleagues of the Advancement team, the Leadership team, and the Development Committee to foster a culture of joyful giving of time and financial resources among staff, alumni, parents and grandparents.

#### Position:

- Full-time, Calendar Year
- Salaried, at-will employee – 260 paid days
- Full-time Benefit Eligible

**Reports To:** Director of Advancement

**Evaluated By:** Director of Advancement

#### Qualifications:

- Agreement with the Des Moines Christian School (DMCS) Statement of Faith.
- Active member/regular attendee of Bible believing church and committed to growth in a Biblical Worldview.
- Bachelor's degree required.
- Experience fundraising for a non-profit organization or experience in sales preferred.
- Working knowledge of Microsoft Office, G-Suite, email marketing platforms, and databases.

#### Professional Profile:

- Demonstrates commitment to the mission of DMC: *"Equipping minds, and nurturing hearts, to impact the world for Christ."*
- Characterized by integrity and maintains confidentiality.
- Utilizes critical thinking and strategic problem solving skills.
- Knowledge of and appreciation of philanthropy.
- Manifests effective verbal and written communication skills to individuals and groups.
- Adapts communication style to suit different audiences.
- Demonstrated ability to work collaboratively with other departments and volunteers.
- Demonstrated ability to manage multiple projects and/or priorities.
- Willing to work a flexible schedule as needed to assist with events.
- Able to adapt to change.
- Demonstrates consistent spiritual leadership.

## **Responsibilities:**

### **Annual Fund/Lion Fund**

- Establishes and grows a recurring giving program for alumni, parents, grandparents and friends.
- Develops a coordinated matrix of communication and solicitation strategies involving email, direct mail, phone/mail, personal solicitation, and volunteer engagement, all focused on shaping a tradition of increasing annual support.
- Eagerly solicits contributions from individuals.
- Leads the successful coordination of logistics for fundraising events, including but not limited to the True-Blue Gala and the Golf Classic.
- Creates, develops and executes an effective and sustainable volunteer component within annual giving.
- Connects with the hearts of current parents and grandparents, bridging them to a long-term relationship with the school that results in continued giving of time and financial resources post graduation.
- Monitors participation rates by campaign, fund, and constituent group.
- Sets annual goals based on data and/or the Strategic Development Plan.
- Works effectively with major gifts team to gain strong participation in annual giving, build strategies for moving donors to higher giving levels, and to cultivate donors for lead gifts for capital campaigns.
- Leads and grows sponsorship revenues.
- Manages the annual fund budget.
- Serves on the Development Committee and liaison to all committee chairs who support the Lion Fund.

### **Other Fundraising**

- Leads participation in DMC's portion of the Heart of Iowa STO annual fundraising.
- Provides support for capital campaigns and The Des Moines Christian School Foundation.
- Collaborates with all department managers and parent clubs to review and approve fundraising requests not directed to the Lion Fund.

### **Administrative Duties**

- Defines a "healthy donor profile" and the information to be collected on a constituent record.
- Responsible for fundraising sections of the Annual Report.
- Reviews and updates content on the "support" page of the DMC website.
- Stays current with Income Tax Reform that is connected to charitable giving.
- Assists with other school events hosted by the Advancement Department.
- Engages in on-going professional development to learn new skills or improve current skills.
- All other duties as assigned.

## **Signatures**

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Director of Annual Giving

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Director of Advancement

Revision Date: 12/2019