



## Job Description

**Position Title:** Director of Annual Giving                      **FLSA Status:** Exempt  
**Department:** AFP Foundation for Philanthropy              **Date:** March 11, 2013  
**Reports to:** Executive Vice President of the  
AFP Foundation for Philanthropy

### Scope of Position

The Director of Annual Giving assumes responsibility for planning, executing and managing a comprehensive program to generate unrestricted annual gifts from AFP members, AFP Chapters in the United States, members of the Board of Directors of the AFP and AFP Foundation, and staff.

The Director of Annual Giving will manage program activities related to prospecting, cultivating and soliciting past and current donors to the annual campaigns. S/he will monitor annual campaigns, report results, evaluate outcomes of the annual campaigns, and modify plans and strategies to assure achievement of annual fundraising goals. This position oversees all aspects of the annual giving program and its giving strategies and requires close collaboration with the volunteer leaders and members of the Foundation's board and annual giving committees who are engaged as partners in cultivation and stewardship activities.

Fundamental to this position is leveraging resources and building relationships that engage and motivate external funders to support AFP's strategic initiatives to promote ethical and effective fundraising in the interest of the public good.

### Primary Duties and Responsibilities

- Develop and implement a strategic plan for annual giving programs that includes goals, objectives, a gift pyramid, budgets, schedules, communications, staffing, and analyses of donor segments. Produce detailed reports on annual giving programs, analyzes and evaluates annual giving programs on a continuing basis, and recommends and implements changes to improve results
- Develop and organize an effective volunteer structure for annual gifts fundraising objectives including: recruiting and training, defining the staff/volunteer partnership, providing data/reports, and rewarding experiences for volunteers.
- Increase the size and number of annual gifts to the Every Member Campaign and Chapter Treasury Gifts to the AFP Foundation.

- With the AFP Marketing and Communications team ensure that all annual gifts, materials, and communications provide effective messages targeted to the defined audiences. Promote continuous market testing of communication pieces.
- Monitor and communicate progress to the Executive Vice President, the Foundation's Annual Giving Development Committees, and develop processes and practices that allow the Foundation to achieve the strategic plan and specific performance objectives.
- Design and implement innovative and effective appeals and outreach strategies that promote enduring, positive relationships between AFP Chapters and the AFP Foundation.
- Serve as staff liaison to the AFP Foundation's Development Committee for Annual Giving and its sub-committees.
- Supervise and coordinate activities of staff engaged in maintaining the integrity of gift acceptance and acknowledgment processes. Maintain security and quality controls and ensure compliance with all regulatory requirements in fundraising.
- Author, fundraising articles for the Foundation's Annual Report, *The Steward* (the Foundation's newsletter), the AFP and AFP Foundation websites, and other publications of AFP.
- Participate in board meetings and conference events as required.
- All other duties as assigned by Executive Vice President.

### **Knowledge, Skills and Abilities**

- Strong verbal communications skills and demonstrated ability to write clearly and persuasively and ability to think and respond quickly.
- Commitment to donor satisfaction and customer service.
- Creativity, flexibility and, upbeat "can-do" attitude.
- Sound judgment, impeccable ethical principles and an ability to maintain discretion and respect confidences.
- Ability to function independently and think strategically, and simultaneously function as an effective team player with the ability to collaborate with AFP Foundation and AFP staff as circumstances require.
- Ability to prioritize workload, continually manages multiple tasks, and meets deadlines.

### **Education, Experience and Training**

- Bachelor's Degree .
- CFRE preferred.
- Minimum of 5 years of general development experience in the non-profit sector;
- Proven track record of achieving fundraising targets and goals;
- Experience working with senior-level non-profit sector and corporate executives;
- Demonstrated ability to effectively prospect, cultivate, and manage established and prospective donors;
- Demonstrated partnership and coalition building skills; and
- Experience with fundraising using the Internet, social networking and digital innovations in fundraising.
- Computer literacy and demonstrated technical competence with industry standard donor databases and donor management systems.