

**TITLE:** Annual Giving Officer

**REPORTS TO:** Executive Director of Advancement

**Summary:**

The Annual Giving Officer is responsible for the ongoing regular solicitation of alumni and friends for support of the College's mission. The officer is responsible for creating annual giving campaigns for unique audiences within the College's constituency including but not limited to leadership annual gifts, faculty and staff giving, parent giving, recurring gifts, anniversary giving, matching gifts, crowdfunding, and consecutive year giving.

**Key Responsibilities:**

- Plans and implements omnichannel annual giving strategies for the College including direct mail, email, digital etc.
- Executes special giving campaigns including Give Day and Back the Badgers
- Coordinates program involvement with central annual giving initiatives
- Establishes an annual giving campaign calendar and share with Advancement team
- Collaborates with Database Coordinator to ensure campaign appeals and packages are added to RE NXT
- Analyzes key performance metrics for annual and special giving campaigns and provide reports to Advancement leadership
- Develops the essential support materials required for the annual giving campaigns including but not limited to: drafting of case statements, solicitation appeals and gift acknowledgment letters
- Identifies and monitors the various direct response campaign strategies and assures that the campaign remains on schedule and achieves its stated objectives
- Collaborates with Marketing and Program staff in the content, design and timing of program annual giving-related collateral materials ensuring timeliness, accuracy and consistency of message
- Manages annual giving budget in collaboration with Director of Development
- Demonstrates interest in refining and building acumen for annual giving best practices
- Manages outreach for a prospect qualification list of annual fund donors with capacity to give at higher levels. This effort will support in the creation of a prospect pipeline for Leadership Giving and Major Gift team

**Other Responsibilities:**

- Collaborates with Advancement staff to further key organizational priorities
- Advances the overall culture of philanthropy within the organization
- Embraces and passionately advocates for Spring Hill's mission