Director of Annual Giving

ROBERT SMITH

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Objective

Self-motivated and highly-organized young Director of Annual Giving professional with five years of experience in management, communications, and human resources. Highly skilled at communicating with both internal and external stakeholders through different mediums. Experienced in managing staff, projects, and budgets with minimal supervision.

Skills

MS Office, Communication, Directing.

Work Experience

Director of Annual Giving

ABC Corporation - May 2012 – April 2015

- Planned, implemented, and managed Alvernia Universitys annual fund program.
- Responsible for annual fund planning and analysis; recruiting, hiring, training, and managing phonathon students and volunteers; writing solicitation letters; ordering data; working with direct mail vendors, and maintaining/tracking program statistics.
- Planned and implemented a comprehensive direct mail program, including identifying target constituent segments for solicitation; conceptualizing themes; ordering data; writing letters and support pieces; proofing wrote pieces and data, and communicating with direct mail vendors.
- Planned, implemented, and managed fall and spring phonathon programs, including recruiting, hiring, and managing student callers; writing scripts and support materials; ordering and preparing callable data records; identifying target constituent segments for solicitation; maintaining and reporting program statistics as needed.
- Planned, organize, and implemented faculty/staff solicitation program, including drafting solicitation letters, brochures, and response cards; ordering data and working with direct mail vendors.
- Researched, recommended, and developed plans to integrate the annual fund into the Universitys online presence, primarily through the website and electronic communication.
- Conducted student fund-raising activities, including the Senior Class Gift Program.

Director of Annual Giving

Delta Corporation - 2011 – 2012

- Building rapport is a big part of the conversation.
- Answer questions about the school.
- Fielded an average of about 80 customer service calls per shift.
- Fundraising Managed phonathon program to raise approximately $250,000 in annually from 12,000 alumni & parents.
- Recruited, trained, and managed up to 70 student employees.
- Organized six direct mail campaigns & other special campaigns per year.
- Oversaw the annual Strong Communities Campaign (SCC) for staff, board, YMCA members, and program participants as well as the United Way Staff Campaign.

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