

# Director of Annual Giving OLV Charities

OLV Charities is the philanthropic and support services arm of the OLV organizations. Each year, OLV Charities secures much needed financial support for OLV Human Services, as well as OLV National Shrine & Basilica and Elementary School. This includes fundraising through major and planned gifts; grants; special events; and our annual direct-mail appeals to a national donor base of more than 55,000. OLV Charities also provides other support services to OLV Human Services and the Basilica, including Communications, Marketing, Information Technology, HVAC and Maintenance Services.

## **POSITION SUMMARY:**

The Director of Annual Giving (DAG) is responsible for the development and creation of a successful annual direct-mail program to engage our national donors along with an annual electronic giving campaign. He/She will be responsible for the timely and accurate acknowledgment of donations, as well as striving toward excellence in regard to the quality of the “donor experience” at OLV. In addition, the DAG is responsible for all associate giving programs.

## **ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Oversee the creation and production of productive and cost-effective direct-mail pieces to engage our national donor base of more than 55,000
2. Lead all efforts related to electronic giving
3. Oversee and collaborate with the E-Philanthropy Coordinator to create a strategic annual electronic giving campaign that complements our direct mail giving campaigns
4. Maintain and strengthen the donor pipeline, by increasing donor renewals and increased gift levels
5. Achieve agreed upon annual revenue goals for both direct mail appeals and electronic giving
6. Segment existing donor data base to effectively engage and secure financial support
7. Develop affinity tracks to deepen donor engagement and support
8. Continuously research and communicate innovative production and industry-related ideas and technologies
9. Responsible for the timely and accurate acknowledgment of donations
10. Maintain OLV Charities commitment to excellence in regard to the quality of the “donor experience”
11. Create and lead the associate giving program for all OLV employees (OLV Charities, OLV Human Services, OLV National Shrine & Basilica, OLV Elementary School)

12. As a member of the Mission Advancement team, contribute to fundraising strategy development, process improvement, alternative formats and cost savings ideas
13. Maintain key performance metrics dashboard
14. Travel to vendor meetings
15. Perform all other related duties, and functions as assigned

## **SKILLS**

1. Track record in leading an aggressive fundraising program and achieving defined goals
2. Possesses strong interpersonal skills with ability to build positive relationships with others
3. Possesses excellent verbal and written communication skills
4. Ability to take initiative and problem solve issues creatively and independently
5. Ability to analyze and interpret data, identify trends and make recommendations that translate into results
6. Ability to research information and utilize it for making decisions
7. Strong time management and organizational skills
8. Ability to be both an excellent team leader and team player
9. Strong computer skills, including utilizing database systems like Blackbaud NXT
10. Ability to use Microsoft Office products as well as a variety of social media and web-content tools.
11. Skilled at providing clear, timely feedback to others and coaching for performance results
12. Ability to set and communicate expectations, assist with setting performance goals, holding direct reports accountable to outcomes
13. Ability to manage direct report(s), monitor and assess job performance
14. Skilled at interviewing and selecting talent
15. Ability to demonstrate OLV Charities' values and mission
16. Ability to travel for vendor meetings

## **EDUCATION AND EXPERIENCE**

1. B.A./B.S. Degree in a related field (Communications, Marketing, Business, etc.) required
2. Master's Degree or CFRE credentialing preferred
3. Minimum 3-5 years of experience in increasingly responsible fundraising and leadership roles
4. Experience in annual direct mail fundraising preferred
5. Experience with utilizing database systems, preferably with Blackbaud NXT
6. Experience and skill in supervising and managing others
7. Experience in the health and human services sector preferred

**Email resume and cover letter to:** [ResumeHRGeneralist@gmail.com](mailto:ResumeHRGeneralist@gmail.com)

Or send cover letter along with resume to:

OLV Charities

Human Resources Department

780 Ridge Road; Lackawanna, NY 14218