

WESTMONT COLLEGE

Associate Director of Annual Giving

College Advancement

Position summary: Responsible for specific programs assigned by the Director of Annual Giving to increase the alumni giving percentage as well as overall support for the annual fund.

Qualifications: Requirements include: Bachelor's degree and 3-5 years fundraising experience, including experience supervising others; excellent command of language including writing, editing and interpersonal skills; good organizational skills; proficiency in Microsoft Office Suite. Occasional travel evenings, and weekends. Experience on development software a plus.

Responsibilities:

Coordinates Phonathon and the Class Agent program. May also support the Director with other appeal efforts by brainstorming, writing or managing projects as needed. In the absence of the Director, supervises the work of the Assistant Director, Coordinator and Assistant.

The position is best understood as a project manager; the Associate Director may complete the particular tasks listed below or ensure that the appropriate person has done the task and then move the project forward, coordinating all the separate pieces and keeping the total program on its timeline and within its budget.

Phonathon Program

Phonathon uses automated calling software and paid student callers to reach prospective donors. Its primary goals include soliciting funds, increasing alumni giving percentage, thanking donors, and updating donor records.

The Associate Director assumes responsibility for the entirety of the seven-month-a-year effort, personally executing or delegating the following:

- Contacts software vendor to troubleshoot CAMPUSCALL software issues
- Able to navigate CAMPUSCALL software on administrator level
- Writing/design of pre-call mail
- Writes, edits, revises scripts and fact sheets for callers
- Data entry of responses including pledge entries
- Generates pledge reminders
- Requests and reviews call prospect data before loaded into CAMPUSCALL
- Ongoing address and phone research of wrong or unknown phone numbers
- Solicits businesses for in-kind gifts (as caller incentives)
- Recruits, hires, trains callers
- Caller evaluations and retraining as needed
- Tracking and reporting call results
- Follows up with prospects as needed -- or identifies appropriate staff for follow up
- Identifies best practices for innovating phonathon strategies and techniques
- Coordinates use of calling center with select departments
- Assesses and maintains phonathon resources and supplies
- Ensures adequacy of technology for calling and maintenance of call center

- Tracks cost and revenue of program
- Regularly reports progress to Director and makes recommendations on strategy, resources, etc.

Class Agent Program

Class Agents are alumni volunteers who personally solicit classmates through direct mail, email or phone, on a yearly basis. They are given the opportunity to personalize appeals or may use those drafted by the office of annual giving. Volunteers remain in position from year to year until they request to discontinue service.

- Primary liaison for Class Agent volunteers
- Recruits, manages and thanks volunteers
- Writes or edits solicitations
- Trains volunteers
- Provides regular reports on class giving, and giving for their era
- Helps set class giving goals
- Coordinates class appeals with other appeal and mailing efforts (including reunion years)
- Tracks cost and revenue of program
- Regularly reports on class giving progress to Director and makes recommendations on volunteers, strategies, etc.

Assist Director with direct mail/e-mail solicitations

May include: Fall campaign; annual Calendar for donors; calendar year-end solicitation; Spring solicitations; coordination with Athletics for solicitations and phonathon.

Other Duties

- Interviews, hires and manages in-office student workers as needed
- Drafts and reviews other correspondence as needed
- Represents Westmont at conferences
- Serves as a resource to employees, faculty, staff, students, trustees, parents, guests and community contacts; works effectively with others by sharing ideas in constructive and positive ways; listens to and objectively considers ideas/suggestions from others; keeps commitments; keeps others informed of work progress, timetables and issues; addresses problems/issues constructively to find mutually acceptable and practical solutions; addresses others by name in a respectful manner; respects the diversity of the work force in actions, words and deeds
- Performs other duties as assigned

Reports to: Director of Annual Giving

Application procedure: Applications and resumes should be submitted to the Human Resources Department or mailed to Westmont College, Human Resources Department, 955 La Paz Road, Santa Barbara, CA 93108.