



Director of Annual Giving

Baldwin School
Bryn Mawr, PA

Founded in 1888 by Florence Baldwin as Miss Baldwin's School, Baldwin School now serves 567 girls in Pre-Kindergarten to Grade 12. Over the course of more than 130 years, Baldwin School has earned its reputation as one of the best private schools in the Philadelphia area. Students at Baldwin are guided by top faculty who are experts in girls' education, offering an experiential learning environment within a supportive and encouraging educational community.

The school's five core values of learning, respect, responsibility, compassion, and honesty are woven into every aspect of the Baldwin education. Through premier college preparatory curriculum with distinguished arts, athletics and community service programs, Baldwin ensures that graduates are empowered to lead their generation while living balanced lives.

Baldwin School is accredited by the Middle States Association of Colleges and Schools (MSACS) and the Pennsylvania Association of Independent Schools (PAIS).



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

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Director of Annual Giving

The Director of Annual Giving is responsible for the overall implementation and success of The Baldwin Fund, and will develop and implement annual giving strategies to achieve both short- and long-term participation and fundraising goals. This position is charged with creating programs and events designed to strategically identify and cultivate all constituencies in meaningful ways that transition into engaged volunteers and donors and creates a sustainable and growing tradition of annual financial support.



Major Functions and Responsibilities

- Develop, implement and manage a comprehensive annual giving program, including marketing plans, appeals, and campaigns that utilize a variety of communication channels (e.g. web, direct mail, email, social media) and reach all key constituent groups;
- Manage a portfolio of leadership Annual Fund prospects with annual goals for personal visits, solicitation and giving outcomes;
- Track and provide monthly analysis of direct mail campaign and other annual fund programs;
- Implement and manage crowdfunding opportunities and social media giving campaigns;
- Direct annual solicitation for the senior class gift project;
- Work collaboratively with operations staff to accurately pull and report data through segmentation, querying, importing and exporting utilizing the Raiser's Edge database;
- Coordinate with relationship managers on annual fund solicitation strategies for prospects, participate in moves management process and assist in identifying major gift prospects;



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Major Functions and Responsibilities (continued)

- Jointly manage parent and alumnae volunteer efforts related to The Baldwin Fund, including volunteer identification, recruitment, training and stewardship;
- Jointly manage the Reunion Giving Program and set appropriate goals;
- Oversee the acknowledgement, stewardship, and recognition of all annual fund donors in ways that facilitate donor retention and upgrade;
- Direct efforts to create and produce an Annual Report of Giving;
- Develop and oversee the budget for the annual fund;
- Maintain up-to-date knowledge of industry best practices;
- Periodic local and regional travel expected;
- Perform other duties as required or assigned.



Qualifications

- Bachelor's degree and three (3) or more years of progressively responsible fundraising experience;
- Demonstrated success developing and executing annual giving initiatives;
- Exceptional written and verbal communication skills with proven ability to engage prospective donors in-person and in writing through articulate, compelling, and well-reasoned funding proposals;
- Self-starting strategic thinker whose hallmark qualities include being positive, persistent, personable and possessing a desire to succeed;
- Ability to relate to a variety of people of all ages and backgrounds and work in a fast-paced, goal-oriented environment;
- Strong computer software skills including MS Office, excel, power point databases and networked information systems;
- A personal commitment to excellence, integrity and the mission of Baldwin;
- Availability to work nights and weekends;
- A valid driver's license and use of personal car



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Preferred Qualifications

- Previous professional experience at an independent school;
- Knowledge of relational donor database software (RaisersEdge NXT)

Compensation and Benefits

Baldwin School offers a competitive salary and a comprehensive benefits package commensurate with the level of experience and the national independent school market.

Interested Persons Contact:

Jonathan K. Ball
Managing Associate
Carney, Sandoe & Associates
617-933-3450 (dir)
jball@carneysandoe.com

All inquiries and nominations are kept confidential.

Baldwin School does not discriminate on the basis of age, gender, religion, race, color, sexual orientation, gender identity, genetic information, disability, or national or ancestral origin in the administration of its educational policies, scholarship and loan programs, athletic and other School-administered programs, or in the administration of its hiring and employment practices. The above information on this description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.



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