

# DIRECTOR OF ANNUAL GIVING SEARCH

## HEAD-ROYCE SCHOOL

Oakland, California

[headroyce.org](http://headroyce.org)

Start Date: Immediate



**Carney  
Sandoe**  
& ASSOCIATES

CARNEYSANDOE.COM



## Mission Statement

To inspire in its students a lifelong love of learning and pursuit of academic excellence, to promote understanding of and respect for the diversity that makes the Head-Royce society strong, and to encourage constructive and responsible global citizenship.

## At a Glance



Established  
**1887**



Enrollment  
**900**



Total faculty and staff  
**111**



Student-teacher ratio  
**8:1**



Students of color  
**69%**



Financial aid awarded  
**\$6.7M**



Faculty with advanced degrees  
**66%**



Campus size  
**22 acres**

Lower School enrollment: 245  
Middle School enrollment: 270  
Upper School enrollment: 385  
Faculty of color: 38%

Students receiving aid: 27%  
Endowment: \$23 million  
Annual operating budget: \$37 million  
Athletic teams and extracurricular activities: 100



## Overview

Head-Royce School is a diverse K-12, independent, all-gender college-preparatory day school that offers a challenging and transformative program to educate the whole child. For over 135 years, the school has offered outstanding academic and co-curricular programs. Nestled in the Oakland hills, Head-Royce inspires in its students a lifelong love of learning, an exuberance for academic excellence, an understanding of and respect for the diversity that makes society strong, and a commitment to global citizenship. Rachel Skiffer joined as Head of School in 2022 and her vision and energy has been enthusiastically welcomed by the community. The recent successful conclusion of the school's historic capital campaign, coupled with the city's approval of the South Campus Plan, point to a bright and exciting next chapter for the Head-Royce community.

The school is committed to a program of excellence, one that provides opportunities for the intellectual and personal development of each student. Its three core values of scholarship, diversity, and citizenship guide everything it does and helps cultivate lifelong learners who lead with joy, purpose, and compassion, and are well prepared to embrace the challenges and opportunities of the future.

Now, Head-Royce seeks a Director of Annual Giving to join the energetic, fast-paced, and highly collaborative Advancement Team. Reporting to Director of Advancement, the Director of Annual Giving serves as the primary project manager for gifts to the Head-Royce Annual Fund and other initiatives, managing each phase of the annual campaign, and coordinating strategies to achieve increasing levels of unrestricted support among all key constituencies. Compelling candidates will have meaningful experience in fundraising, volunteer management, and constituent relations.

## Opportunities and Challenges

### **Enhancing the Culture of Philanthropy to Support Strategic Goals**

The school's Annual Fund is raising approximately \$1.47 million in support of the operating budget and enjoys healthy participation from all constituencies including parents, parents of alumni, alumni, grandparents, and friends. Annual Giving has experienced a plateau in recent years, which can be attributed to several factors, including the recently concluded concurrent capital campaign. The Director of Annual Giving will be charged with analyzing data of recent giving history and collaborating with the Advancement team to implement strategy to grow participation and dollars from all constituencies for the Annual Fund.



### **Ensuring Equitable Practices in the Annual Giving Program**

The Advancement program embraces Head-Royce's continued commitment to equity and belonging. The Director of Annual Giving will partner with colleagues and volunteers to ensure that communications, outreach, and events related to the Annual Fund are welcoming and inclusive.

### **Assessing and Enhancing the Volunteer Management Program**

Head-Royce's philanthropic programs rely on the service of a cadre of dedicated and thoughtful volunteers. The Director of Annual Giving will utilize best practices and technologies to provide volunteers with the needed tools to support their work.

### **Collaborating with Colleagues**

The Director of Annual Giving will join an enthusiastic and gifted Advancement Office and will be best served by strong communication skills and the ability to collaborate effectively.

## **Responsibilities**

- Lead the Head-Royce Annual Fund campaign to exceed the School's \$1.7M+ Annual Fund goal and grow the program to new heights.
- Work closely with the Director of Advancement and Director of Alumni Relations to design the strategy, messaging, and calendar for the Annual Fund, including concentrated efforts such as fall GIVETober campaign, GivingTuesday, and spring Day of Giving.
- Build relationships with constituents and personally solicit an assigned pool of prospects as appropriate.
- Recruit, train, motivate and manage fundraising volunteers and manage a multi-tiered Annual Fund volunteer structure.
- Manage Annual Fund volunteer organization including recruitment, management, and training.
- Organize phonathons as needed, including volunteer recruitment, set-up, and preparation.
- Update volunteers on a weekly basis regarding their prospects.



- Create a Solicitor's Training Guide for volunteers and update annually.
- Write and edit Annual Fund appeals and collaborate with the Marketing and Communications team to design electronic and print marketing materials.
- Serve as a key member of the Leadership Giving team, building the major gift pipeline through identification, cultivation, and solicitation of leadership Annual Fund gifts.
- Supervise gift processing operations to ensure timely, accurate, and compelling gift acknowledgements.
- Design and implement donor cultivation and stewardship events and assist with other Advancement Office events as needed.
- Oversee monthly reports and analysis on Annual Fund performance, metrics and statistics for the Director of Advancement, Head of School, and the Board of Trustees Development Committee.
- Serve as the School's primary liaison to the Parents Association, ensuring that its community-building and fundraising efforts are aligned with overall school objectives.
- Partner with the Executive Director of the Heads Up program to implement annual fundraising for this long-standing program for first-generation, college-bound students of color in Oakland public schools.
- Other duties as assigned; some travel, as well as evening and weekend work required.

## Qualifications and Personal Attributes

### Skills and Qualifications

- Demonstrated success with a minimum of 5+ years in nonprofit fundraising, development, or a related field. Experience juggling multiple projects with overlapping timelines.
- Demonstrated skill planning and executing events. Experience engaging and motivating volunteers.
- Advanced computer skills and knowledge of Raiser's Edge or relevant fundraising software.
- Resourceful, energetic, and results driven.
- Excellent verbal and written communication skills, with the ability to communicate effectively with trustees, parents, members of the professional community (i.e., faculty, administrators, and staff), and volunteers.
- Bachelor's degree required; advanced degree a plus.



- Willing to work some evenings and weekends, as needed.
- Committed to nurturing a diverse, inclusive community, be a good communicator and have prior experience in independent schools.
- Previous experience in a development role, enjoy working in a fast-paced environment and be able to prioritize multiple demands.
- Highly self-motivated with the ability to work collaboratively within a team.

#### **Other Requirements:**

- Demonstrated commitment to diversity, equity, and inclusion.
- High level of attention to detail.
- Strong analytical abilities.
- High degree of integrity and confidentiality.
- Entrepreneurial spirit and willingness to do whatever it takes.
- Team player who believes that working hard and having fun go hand-in-hand.
- Unrelenting desire to learn and improve your practice.
- Strong skills in a Mac environment and with Google-based applications, including Gmail, Google Drive, Word, Excel, and PowerPoint.
- Ability to provide proof of Covid Vaccination (including booster if applicable) and Livescan and TB clearance.

#### **Physical Requirements:**

- Physical requirements may be met with or without reasonable accommodations.
- Requires ambulatory ability to move to various office and classroom-type locations.
- Ability to operate equipment, including a computer, and make presentations.
- Ability to communicate effectively with individuals or groups to carry on complex or routine conversations.
- Requires the ability to lift, push, and pull objects of medium weight (less than 30 lbs.) on an occasional basis.

# Learn More

Click on the links below to learn more about Head-Royce School.

[School Website](#)

[Virtual Tour](#)

[School History](#)

[School Profile](#)

[Strategic Plan](#)

[About Oakland, California](#)

[Diversity, Equity, and Inclusion](#)



## To Apply

Interested and qualified candidates are invited to contact the consultants in confidence. Candidates will ultimately need to submit the following materials as separate PDF documents:

- A cover letter expressing their interest in this particular position
- A current résumé
- A list of five professional references with name, relationship, phone number, and email address of each (references will not be contacted without the candidate's permission) to:

**Sara Shulman**

Consultant

sara.shulman@carneysandoe.com

**Cathy Shelburne**

Consultant

cathy.shelburne@carneysandoe.com

*The full-time equivalent salary range for this position is \$100,000–115,000. The starting salary is based upon, but not limited to, several factors that include years of experience, education level, and expertise.*