



VIEWPOINT SCHOOL

Director of Annual Giving

Viewpoint School
Calabasas, California

Viewpoint School, an independent, college preparatory school serving 1,215 students serving K-12 within a collaborative and nurturing environment, is seeking an experienced Director of Annual Giving.

Viewpoint offers an individualized college-preparatory program that blends rigorous academics with rich extra-curricular offerings and helps each student identify and develop his or her unique talents and passions. The School values the best principles of a forward-thinking educational institution: excellence, compassion, leadership, individuality, respect, service, and confidence.

Under the leadership of the Assistant Head of School for Advancement, the Director of Annual Giving will build on a program seeking to strengthen long-term constituent relationships, to grow the annual fund, and to broaden its support base. A strong emphasis will be placed on identifying, cultivating, and stewarding individuals with capacities to be helpful to Viewpoint.

The Director of Annual Giving will be a professional with leadership skills, strategic thinker, strong communicator, models trustworthiness and integrity, and who has a track record of building relationships that deepen constituents' commitment and inspire them to make mission-driven gifts.

Viewpoint School's stunning campus in the foothills of the Santa Monica Mountains in Calabasas spans 40 acres and includes high-quality facilities for learning and life.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

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Reports to: Assistant Head of School for Advancement

The Director of Annual Giving is responsible for formulating strategies and timelines that will increase donations to the school's Viewpoint Fund (currently \$2.4 million) from all Viewpoint constituencies, including current and past parents, alumni, grandparents, faculty, staff, foundations and other organizations. The Director of Annual Giving works collaboratively with the Advancement Committee of the Board of Directors, Viewpoint Fund volunteers, the Advancement Team and others in mounting the Viewpoint Fund.

Annual Giving

1. Develops a detailed plan for the Viewpoint Fund, including revenue and expenditures for inclusion in the overall Development plan.
2. Responsible for tracking Viewpoint Fund expenses throughout the year and staying within the budget.
3. Sets goals based on historical analysis of donor and prospect base and School needs.
4. Develops targeted campaigns for parents of current students, grandparents of current students, alumnae parents, alumnae and faculty and staff.
5. Establishes complex calendar of solicitations by targeted constituency and fundraising strategy.
6. Uses wealth screening, giving history and other information to determine ask amounts for each constituent.
7. Provides ongoing and targeted evaluation and analysis to meet goals.
8. Personally contacts prospects as appropriate for the annual fund.
9. Staffs the volunteer leadership for the Viewpoint Fund including ensuring that volunteers receive the appropriate support and recognition.
10. Manages an effective program of personal solicitation utilizing top-level volunteers, including identifying, enlisting, training, and recognizing volunteers.
11. Works with the Director of Alumni Relations and Viewpoint Network to raise funds from alumni.
12. Uses multiple channels in soliciting donors.
13. Coordinates Viewpoint Fund with other school fundraising.
14. Ensures that major gift prospects are identified among current annual fund donors.
15. Monitors program results and provides ongoing analysis and evaluation of solicitation programs.
16. Recommends and implements changes in strategies to meet program goals and objectives.



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17. Composes written documents and brochures in support of the Viewpoint Fund.
18. Coordinates gift acknowledgment and pledge fulfillment.
19. Coordinates stewardship plan for annual fund donors.
20. Maximizes the corporate matching gift potential among current and prospective annual fund donors.
21. Manages Viewpoint Fund stewardship and cultivation events.
22. Manages the production of the Annual Report.

Foundation Relations

1. Develops and implements a plan to obtain annual and major gift support from foundations.
2. Develops strategies for cultivation of foundations.
3. Schedules and develops strategies for visits on campus and off campus for foundation leaders/staff.
4. Develops relationship with program officers as appropriate.
5. Tracks top foundations to ensure that a proposal is cued up at all times.
6. Conducts research to identify foundations likely to contribute to Viewpoint programs and projects based upon giving patterns, areas of interest, and relationship with School administrators, faculty, volunteers and trustees.
7. Prepares and submits proposals, including tracking progress of proposals through decision making cycle, developing strategies for follow up and intermediate moves between application and decision and determining reasons when proposals are rejected.
8. Elicits assistance and involvement of faculty and others as appropriate in the preparation and submission of proposals and in the cultivation and solicitation process.
9. Ensures that thank you letters and timely follow up reports are drafted and signed by appropriate people from the campus.
10. Integrates foundation donors into stewardship program as appropriate.
11. Establishes and maintains a system for monitoring and reporting the pledged and awarded funds from foundations so that status can be quickly determined.



Other Duties

1. Manages special projects assigned by the Assistant Head of School for Advancement.
2. Becomes involved in the life of the school, including attending school academic, performing arts and athletics events.



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Qualifications

1. Bachelor's degree, Master's degree preferred.
2. 5 years related development experience, preferably in education or a non-profit environment.
3. Strong presentation skills. Able to represent Viewpoint professionally.
4. Ability to deal effectively with a wide range of individuals and organizations inside and outside of the school, in formal and informal settings.
5. Demonstrable planning, administrative, organizational, and budget skills.
6. Proven writing, research, and analytical skills.
7. Familiarity with computerized data management programs and their application in a development department setting. Experience with Raiser's Edge a plus.
8. Ability to organize and prioritize workload in a timely manner and handle multiple deadlines.
9. Ability to establish measurable goals and objectives and to develop and implement strategies to achieve them.
10. Capable of collaborating with others in the fulfillment of responsibilities.



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Compensation/Benefits

This is a 12-month full-time exempt position that starts as soon as possible after offer is accepted and the successful completion of background screenings. Compensation will be commensurate with experience. Competitive benefits package.



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.

Viewpoint 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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