



Director of Annual Giving
Atlanta, GA

Westminster is an inclusive, Christian independent day school for boys and girls, where bright, motivated, curious students who are nurtured by challenge become leaders of conscience. Founded in 1951, Westminster is guided by a mission to prepare students for college and for life. With a current enrollment of approximately 1,870 students in grades pre-first through twelfth, 285 faculty, and 250 staff, Westminster fulfills its mission through a dynamic curriculum that engages children across the key dimensions of their growth – academic, physical, and spiritual.

Westminster is a growth-oriented, collaborative learning community committed to the School's mission and vision, including core values of inclusivity and service. Westminster excels regionally and nationally in every area of school life, from academics to the arts to athletics, achieving excellence through a wide range of programming supported by a wealth of resources.



**Carney
Sandoe**
& ASSOCIATES

Carney, Sandoe & Associates

The Search Group

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Director of Annual Giving

The Office for Institutional Advancement team is committed to excellence, collaboration, and the development of authentic relationships, serving as a model for the advancement profession while inspiring the School community to invest in and embrace limitless possibilities for our students, faculty, and entire Westminster family.

The Director of Annual Giving is a senior member of Westminster's Office for Institutional Advancement (OIA) and oversees all aspects of the OIA's annual giving efforts. This dynamic leader is responsible for planning, executing, and growing The Westminster Fund, the School's annual giving campaign, by creating engaging strategies for all of the School's constituencies - alumni, parents, past parents, faculty and staff, grandparents, and friends. The Director collaborates with all OIA teams to increase annual giving revenue, broaden the base of support, retain and upgrade donors through appropriate stewardship, and strengthen the major gift pipeline. This position also provides guidance and support to the annual fund's more than 200 volunteers, oversees solicitation strategies related to the Georgia Private School Tax Credit program, and solicits leadership gifts for The Westminster Fund.

Essential Responsibilities

- Embrace the mission of and strategic priorities of The Westminster Schools
- Uphold and model OIA's core values (Impact, Above and Beyond, Authenticity, Quest for Knowledge, and Optimism) and operating principles
- Work closely with the Vice President of the Office for Institutional Advancement (VP) and the AVP to develop and position annual giving goals and priorities consistent with the School's operating needs
- Lead a team of five. Work collaboratively to develop strong solicitation, engagement, and stewardship programs for key constituencies
- Design and manage an integrated, multi-channel strategy of programs that engage donors and ultimately move them into personal relationship-based development efforts
- Enhance the annual giving team's use of digital marketing (email, websites, social media) and analytics to improve segmentation and messaging and to create a personal and positive experience for donors



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Essential Responsibilities (Cont.)

- Benchmark and continually improve the health of annual giving programs and strategies, identifying opportunities to improve and areas of strength to build upon
- Effectively communicate with both OIA and volunteer leadership (including the Board of Trustees and Advancement Committee) regarding strategies and progress
- Oversee reunion-based fundraising program in close collaboration with the Alumni Engagement and Leadership Giving teams. Determine strategy, recruit volunteer leadership, and monitor class progress to ensure Reunion financial goals are met
- Remain conversant with the full range of Westminster's philanthropic priorities
- Identify, cultivate, solicit, and steward leadership annual fund gifts (\$5,000 and above) from prospects and donors in portfolio. Actively participates in the School's prospect management system to ensure that communications and interactions move donor relationships forward
- In close collaboration with the AVP, establish and monitor portfolio management metrics for self and members of the annual giving team
- Collaborate with OIA colleagues (e.g., Marketing & Communications, Leadership Giving, Advancement Services, Alumni Engagement) to ensure the School's brand and overall marketing and communications strategy is used consistently and effectively and fosters a culture of philanthropy
- Direct and manage the Georgia Private School Tax Credit/SSO program. Develop an effective solicitation timeline and all appropriate communications to maximize education and participation
- Oversee a strategy to grow the number of leadership annual fund donors (\$1951 or more) and Young Alumni Pressly Society members (leadership donors in the Classes of 2004-2018) by acquiring, retaining, and upgrading donors
- Cultivate a professional network of colleagues at other institutions to serve as a resource for new ideas
- Attend alumni and parent events, Advancement Committee and Alumni Board meetings, and schoolwide functions as needed to connect with constituents
- Perform other duties as assigned by VP or AVP



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Requirements and Qualifications

- At least seven years of progressive experience in non-profit or educational fundraising, preferably in an annual giving position
- Employs a donor-centric mindset that informs daily and strategic decisions
- Team player with a positive attitude, proactive approach, customer-service mindset, and ability to motivate
- Demonstrated ability to both independently and collaboratively raise significant financial support for an educational institution, or equivalent entity
- Experience leading and engaging all stakeholders - leadership, trustees, colleagues, faculty, parents, students, alumni, partners, and volunteers
- A disciplined, results-oriented self-starter who can work both independently and collaboratively in a fluid environment
- Well-developed strategic, critical, and problem-solving skills
- Strong interpersonal skills, including tact, diplomacy, confidentiality, and judgement
- Interest and competence to interact with a diversity of accomplished individuals
- Excellent project management skills - ability to take lead on multi-functional projects, manage and prioritize multiple responsibilities and competing demands, and adapt to frequent and unexpected changes
- Strong attention to detail and able to develop, implement, and analyze strategies with minimal oversight
- Strong communication skills (written, oral, and presentation) to effectively communicate the School's vision and case for support for priorities
- High degree of competency with Microsoft Office software, CRM databases (preferably Raiser's Edge), and email marketing programs
- Knowledge and experience with a Mac environment preferred
- Active engagement in professional development and current on best practices
- Commitment to the School's mission and willing to serve as an ambassador for the School both internally and externally



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Compensation and 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.

Westminster Schools 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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