

Associate Director, Leadership Annual Giving

Cal Poly Pomona is among the best public universities in the West and is nationally ranked for helping students achieve economic success. As an inclusive polytechnic university, we cultivate success through experiential learning, discovery, and innovation. The University Advancement Division is one of five central divisions of the University. Its primary purpose is to secure private financial support and build awareness of the mission of the University. By partnering with alumni and donors, the University Advancement Division secures philanthropic support for the benefit of Cal Poly Pomona students and the community. We foster inclusive excellence, and along with core institutional values of diversity and inclusivity, we work with the campus community to ensure that those values are deeply embedded in every aspect of our community.

About the Position

The Associate Director of Leadership Annual Giving will report to the Director of Leadership Annual Giving and work closely with the entire development team. In addition to routine Annual Fund responsibilities, this external-facing position is responsible for soliciting leadership-level gifts (\$1,000+ annual gifts, multi-year gift agreements) from targeted pools of prospects with interests related to any of CPP's colleges, athletics, and/or student affairs. This driven, goal-oriented individual will concentrate efforts on the acquisition, renewal, and upgrades of leadership-level gifts, thus assisting in raising more private support for Cal Poly Pomona each year and strengthening the base of future major gifts. The Associate Director will actively manage a pool of potential and current leadership annual giving level supporters as well as top loyal donor candidates. This includes ensuring that individuals whose capacity and inclination are not well established are personally contacted, and to document appropriate next steps for engagement, involvement, and solicitation by appropriate staff and/or volunteers. It also means serving as the "point person" for individuals in this pool, to provide appropriate cultivation, solicitation, and stewardship to strengthen and deepen their relationship with and ties to the university.

Duties and Responsibilities

- Develop, implement, and manage processes and strategies for the annual solicitation of donors and prospective donors at \$3,000-\$5,000 or more over three to five years.
- Responsible for meeting established goals for number of in-person visits, number of in-person solicitations, and number of recommendations of prospects to the major gifts program.
- Conduct feasibility of prospective donor pool comprised of alumni, parents, friends, faculty and staff, to determine annual travel schedule.
- Manage local and out-of-town personal visits in an effort to encourage prospects' leadership support of the annual fund.
- Recruit and manage leadership annual giving volunteers and create plan for volunteers including kick-off calls, training sessions, list reviews, and solicitation follow up.
- Consult with the director of donor relations and stewardship on managing and developing ways to recognize annual fund donors, encourage continued support, and grow membership in the leadership giving societies.
- Provide, as required, appropriate personal donor stewardship and recognition for donors within the leadership annual fund prospect pool.
- Help direct the annual fund staff to develop effective messages and materials related to leadership-level giving.

- Assist University Advancement colleagues in the management of crafting strategies related to annual fund gifts from major donor prospects, including direct mail, Phonathon, email, and other communications.
- Assist with leadership giving strategies and implementation for 36-hour campaign.
- Act as primary project manager for Giving Day appeal and calendar year-end appeal.
- Measure success by analyzing direct mail response to inform future strategies.

Key Qualifications

- Bachelor's Degree from an accredited university.
- Minimum three years of experience in development/annual giving or equivalent.
- Excellent oral and written communication skills with demonstrated experience in personally soliciting gifts.
- Ability to work effectively in a team environment with a mix of faculty, parents, alumni and staff.
- Knowledge of modern data management practices and techniques, including models of analysis that lead to effective decision making on behalf of the program.
- Professionally and comfortably represent the private resource needs of the university to individuals, donors, parents, friends, and stakeholders at public events, small group meetings, and one-on-one meetings with preparation and highly effective development strategies.

Preferred Qualifications

- Higher education development experience.
- Knowledge of annual giving campaigns and individual giving programs such as direct mail, Phonathon, and personal solicitation programs.
- Experience in initiating and securing high volume of development visits.

Salary and Benefits

- Anticipated hiring range: \$73,000-\$80,000
- An array of health plans, dental, and vision
- CalPERS Retirement Plan
- Educational benefits
- Up to 24 vacation days per year (based on employee group and/or service)
- 14 paid holidays per year
- 12 sick days per year, with unlimited accrual

For the full job description, check out our job posting at www.cpp.edu/jobs under Staff/Management Openings! For questions regarding this position or the benefits of joining Cal Poly Pomona University, please contact John Gungon at: jgungon@cpp.edu.

Affirmative Action/ Equal Opportunity Employer

Cal Poly Pomona is an Equal Opportunity, Affirmative Action Employer. The University subscribes to all state and federal regulations and prohibits discrimination based on race, color, religion, national origin, sex, gender identity/gender expression, sexual orientation, marital status, pregnancy, age, disability, genetic information, medical condition, and covered veteran status.