



THE COLLEGE CRUSADE
OF RHODE ISLAND

Inspire. Support. Believe.

Company: The College Crusade of Rhode Island

Date Posted: May 22, 2018

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JOB SPECIFICATION

TITLE: Director of Individual Giving

REPORTS TO: President and CEO

SALARY: \$67,000 to \$82,000

OVERVIEW

The Director of Individual Giving is a new position at the College Crusade that is responsible for helping the organization meet annual fundraising goals. The Director will work in partnership with College Crusade leadership (staff and board) to identify potential financial champions and ambassadors for the organization and coordinate/lead cultivation and solicitation efforts.

The Director will partner closely with the organization's special events team to integrate major gift cultivation efforts with annual fundraising events. The Director will also ensure systems are in place to manage effective and timely communication with donors and prospects.

In celebration of the College Crusade's 30th anniversary in 2019, the organization will launch a major giving campaign. The Director of Individual Giving will lead a campaign team and serve a critical role in soliciting and managing donor engagement and stewardship. In 2020 and beyond, the Director will lead and manage additional individual giving efforts aimed at enhancing the organization's service delivery model and scholarship program.

We are looking for a self-starter who is a strong internal and external collaborator and who has the skills required to significantly expand the College Crusade's current individual donor base, cultivate major gifts, and develop other stewardship opportunities.

Our Mission: The mission of the College Crusade of Rhode Island is to increase high school graduation, college and career readiness, and college completion for youth in Rhode Island's low-income communities.

The essential functions of this position include, but are not limited to:

SPECIFIC DUTIES

- Identify new individual giving strategies, delivery channels and market segments, and develop goals and campaigns to capitalize on those opportunities.
- Lead efforts to plan and execute annual appeals, using direct mail, online giving and social media, and work with cross-functional teams to develop materials and messaging to support each campaign/communication.
- Build an alumni donor base and work with existing staff to create meaningful alumni engagement opportunities within the organization.
- Identify a new donor management system and integrate data from current systems.
- Manage ongoing communication efforts with individual donors and other stakeholders.
- Drive process improvement around our management of donor communications.
- Develop stewardship plans for leadership gifts and other types of donor engagement.

REQUIREMENTS

Education/Experience: Candidates must have a track record of success in individual giving/major gifts fundraising, with a minimum of 5 years of applicable experience. Knowledge of donor management systems is desired. Bachelor's degree is required, master's preferred.

Skills: Candidates must possess a high degree of creativity and a collaborative spirit; a demonstrated ability to think and act strategically; strong communication and interpersonal skills; exceptional written and verbal communication skills; a proven ability to engage stakeholders in a clearly defined vision of organizational success; high attention to detail; and demonstrated ability to operate in a flexible, entrepreneurial environment. Knowledge of the barriers and obstacles that low-income families and first-generation students encounter in the journey to higher education is preferred.

How to Apply

Applications are due by Tuesday, June 12, 2018. Candidates are encouraged to apply as soon as possible. Applications should include a cover letter describing your interest and qualifications and a resume. Please send materials to hr@thecollegecrusade.org.

More information about The College Crusade of Rhode Island may be found at www.thecollegecrusade.org.

Equal Employment Opportunity

The College Crusade of Rhode Island is committed to recruit, hire, and promote individuals without regard to race, color, religion, national origin, sex, sexual orientation, age, physical or mental disability or veteran status. This policy applies to all terms, conditions and privileges of employment including recruitment, hiring, orientation, training, placement and employee development, promotion, transfer, compensation, benefits, layoffs, termination, and retirement. The College Crusade complies with all applicable state and federal regulations regarding hiring.