ST VLADIMIR'S ORTHODOX THEOLOGICAL SEMINARY
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Director of Annual and Leadership Giving

Reports to: Chancellor of Saint Vladimir's Orthodox Theological Seminary
Connects with: Associate Chancellor for Finance, Dean, Director of Planned Giving, Director of Institutional and Advancement Communications, faculty and staff
Supervises: Moves Manager, Manager of Donor Relations, Events and Stewardship and Volunteer Alumni Relations Director

Overview:

The Director of Annual and Leadership Giving is a member of the Chancellor's team and is the lead Giving officer responsible for meeting achievable and measurable annual giving goals for the Seminary. The individual in this position is regarded as the collaborative leader to encourage all direct reports and colleagues to work together to fulfill the financial and programmatic Seminary goals designed to fulfill operational and deficit reduction objectives as outlined in the SVOT Business Model for Fiscal Years 2017, 2018, 2019.

The specific goals the Director is responsible for meeting individually and specifically in the office include:

	FY 2017	FY 2018	FY 2019
Annual Giving*	**$1,000,000**	**$1,050,000**	**$1,100,000**
Events	$40,000	$60,000	$80,000
Major Gifts	$100,000	$250,000	$500,000
Totals	$1,140,000	$1,360,000	$1,680,000

The Director's focus is on **unrestricted and operating** gifts from individuals, family foundations, corporations and other sources designated as "Annual Giving" up to $10,000 annually.

Job Responsibilities:

Supervisory:

- Directs the goals and work of the Moves Manager, the Manager of Donor Relations, Events and Stewardship and Volunteer Alumni Relations Director.
- With the Chancellor and Associate Chancellor for Finance reviews the goals, timelines and activities of each staff member in order to ensure other advancement giving goals are met.
- Supports direct reports training needs and encourages the implementation of specific training plans.

Strategic:

- With the Chancellor, Associate Chancellor for Finance, Advancement team and others reviews and updates Advancement Plan to ensure alignment with the Business Model.

Annual Giving:

- Reviews Annual and Leadership Giving and Advancement operating budget with Associate Chancellor for Finance to estimate costs annually required for meeting goals and implementing plans.
- Reviews, prepares, plans and implements Annual Giving Calendar of specific and targeted appeals throughout the year. (see attached). These include the Annual Fund, Christmas appeal, Pascha appeal, Orthodox Education Day, Annual Scholarship Appeal, potential Press Anniversary appeals and other determined and appropriate solicitations.
- Works with the Moves Manager and the Chancellor to segment those prospects and donors on the "Major Gifts" pipeline into Annual Appeals as a first move in specific individual and/or family giving.
- Primary contact assigned to Annual Giving donors as designated by Moves Manager.
- With Moves Manager and Chancellor, identifies potential donors to be added to Annual Giving appeals.
- Reviews database of donors and assures accuracy in donor records.
- Oversees and implements detailed strategies for each appeal and follow up including:
    - Direct asks, follow-ups, thank you letters and calls
    - Maintains own donor portfolio contacts via phone, letters, email, personal visits, management of others in contact of donor portfolio
    - Within portfolio, may make in person presentations to individuals and small groups and organizations.

Direct Mail:

- Develops specific strategies for each constituency and specifically direct mail.
- Review creative ways to maximize impact of Chancellor's INVESTED.
- Work with Volunteer Alumni Relations Director to determine best opportunities for alumni giving and integrate into Annual Appeals and giving calendar.
- Quarterly benchmark direct mail impact and strategize with advancement team, Chancellor and Associate Chancellor for Finance adaptations needed to stay on goal.

Travel:

- Will travel at least four times annually as directed by the Chancellor to specific events, organizations or meetings.
- Will determine Chancellor's advancement calendar with Moves Manager and Manager of Donor Relations, Events and Stewardship.

Reporting:

- Produce weekly log of activities, action steps and accomplishments
- Produce monthly report in collaboration with the Associate Chancellor for Finance of resources raised, annual gifts in pipeline, pledges, fulfillments, etc.
- Produce quarterly summary of all advancement activities in Office of Institutional Advancement with input from direct reports and colleagues
- Annually works with the Director of Institutional and Advancement Communications to produce the Annual Report
- As requested prepares and gathers data and information required for meetings of the Board, volunteer committees, annual/alumni groups as appropriate and reports requested by the Chancellor and Associate Chancellor for Finance

Expectations:

- Has a presence on the Seminary campus during all required and appropriate events, services, holidays, etc.
- Represents the Chancellor at community events as requested
- Takes on activities and opportunities as requested by the Chancellor
- Assumes a proactive role in the Office of Institutional Advancement and the Seminary with the focus on advancing the sustainability of the Seminary and the perpetuation of SVOTS' mission, vision and goals.