

## **Development Director – Annual Giving-Alumni Relations**

### **JOB DESCRIPTION**

The Development Director-Annual Giving and Alumni Relations develops and maintains the annual giving, alumni relations programs, community relations at Pleasant Ridge Waldorf School and oversees the on-going fundraising projects of the school. Working with the board, development committee, [Alumni Committee] and other development staff, s/he assists in major gift cultivation and fundraising for annual giving, capital projects and the endowment fund. S/he helps identify and coordinate volunteers on all development and special fundraising programs, projects and events. S/he collaborates with the development coordinator, development committee, administrative chair and the board to develop annual and multi-year development plans incorporating major gift fundraising and development.

The development director must be compatible with the collegial style of the school community and work to build a team in the development office. S/he must have an understanding of Waldorf education and Anthroposophy. S/he must have a thorough working knowledge of the school and strongly carry the vision of Pleasant Ridge Waldorf School and be able to inspire the parent body and the community at large.

### **Responsibilities and Duties**

#### **40% Annual Giving**

The development director will provide leadership for annual giving for operations and provide support to secure gifts for capital projects and the endowment campaign. Working with the development committee and development staff, s/he will develop the case for giving, timeline for direct mail and personal solicitations for gifts for operations, donor events and appreciation. She/he will develop and maintain a donor database for current and potential donors. She will coordinate acknowledgement of all donations to annual giving campaign and help to develop the annual report. S/he may represent the school at the Schools Fund Sharing meeting of the Mid-States Shared Gifting Group. S/he will help coordinate special donor events such as Grandparents and Special Friends Day with the development coordinator.

#### **40% Coordinate on-going fundraisers and Alumni Relations**

The development director holds the picture of all the fundraising activities of the school, providing coordination and oversight. S/he will help guide and oversee on-going fundraising activities, i.e., the raffle, School Store, scrip program. Working with the development coordinator, development committee and board, s/he will develop and execute an annual fundraising plan for operations. S/he will also work with volunteers to develop leadership in areas of fundraising, to identify potential donors, cultivate donors for specific capital projects and the proposed endowment campaign as part of the long-range plan for the school. S/he will coordinate the donor database creation and maintenance as well as donor acknowledgments. S/he will work closely with parents, teachers and other volunteers on donor prospecting, cultivation and solicitation, and educate all staff and volunteers on these development processes.

**10% Administration**

The development director will coordinate the development committee and attend development and alumni committee and development staff meetings. S/he will report to and/or attend meetings of the executive committee, board, finance, budget, re-enrollment and investment committees; admin team, faculty and faculty council as needed. S/he participates in long-range planning, communication planning, and other school planning and administration as necessary. S/he will work with development coordinator, administrative chair and board with financial reporting and communications. S/he writes regular reports for the Calyx and other school communications.

**10% Special Projects Fundraising/General Outreach**

The development director will help guide/consult on any special project fundraising (coffee, recycling). S/he will assist with general communications outreach for the school, including enrollment recruitment. S/he will represent the school in outreach efforts to the local and regional business community, including public speaking at various groups and organizing public awareness tours at the school.

**Skills:**

Proficient use of communication tools including email, internet, Facebook  
Knowledgeable in use of computer software including MS Office, Sage Fundraising database  
Ability to write well  
Ability to maintain professional appearance  
Proficiency in funds solicitation  
Ability to manage volunteers  
Ability to work in an organized, timely manner  
Ability to articulate the goals and objectives of the school  
Knowledge of Waldorf education and ability to communicate goals and mission of the school

**Qualities:**

Ability to communicate and work with others; interest in working within a team framework  
Self-motivated, honest, open; perform tasks in an ethical and moral way  
Provides leadership to those working on development activities

**Working Attitude:**

Belief in the power of philanthropy  
Willingness to work in a collegial atmosphere  
Willingness to continue to pursue professional growth  
Interest in and positive relationship to money

**Work Schedule:** 3 days/or as needed

A recommendation for hire is made by the personnel committee, development committee and faculty council for approval by the board and reports to the board monthly.