Assistant Director of Development for Annual Giving, Athletics
Haverford College
Haverford, Pennsylvania
https://www.haverford.edu/

THE INSTITUTION
Haverford College is consistently ranked among the top 20 undergraduate liberal arts colleges in the United States. Located outside Philadelphia, it is highly regarded for its rigorous and intensely personal undergraduate education, which is delivered in a beautiful arboretum setting and anchored in its Honor Code. The vast majority of students live on campus and are active in athletics, student clubs, internships, service activities and self-governance. Haverford was founded by Quakers in 1833, who believed that academic excellence, offered in a setting of tolerance and mutual respect, would serve a larger goal of "educating the whole person." While Haverford is nonsectarian today, those same values continue to inspire and distinguish its students and alumni.

The Institutional Advancement Division propels Haverford’s mission and values through inspired engagement and philanthropy. This Division supports the strengthening of the College’s values-based liberal arts education through its relationships with alumni, parents/families and friends, and by building Haverford’s reputation as a remarkable institution of higher learning. Particularly in the case of Haverford alumni, their relationships with the College and their fellow alumni are viewed as lifelong and the Institutional Advancement Division strives to enrich them through different engagement and volunteer opportunities.

This is an exciting time as Haverford College is in the midst of developing a new strategic plan that will position the College for its next decade and lead up to its 200th anniversary. Expecting to conclude in the next six months, this collaborative community-wide effort will set the institutional aspirations and priorities that will inform the next comprehensive campaign. In tandem with the development of Haverford’s new strategic plan, Institutional Advancement has created a data-informed multi-year and multifaceted plan that undergirds growing the Division, recalibrating several departments, adding new functions, and preparing for a robust campaign. Over the next two years, Institutional Advancement will expand its staffing between 25-40%, across multiple areas (Philanthropy, Alumni and Constituent...
Engagement, Advancement Services, and Charitable Gift Planning), and at all levels of its operations, such as Advancement Communications, Volunteer Recruitment and Development, Principal Gifts, and Analytics and Predictive Modeling. Enthusiastic, high-caliber professionals are sought to join the existing team of excellent colleagues and help propel Haverford forward through the launch of the comprehensive campaign and fulfillment of Institutional Advancement’s multi-year and multifaceted plan.

For additional information, please visit their website at https://www.haverford.edu/.

THE POSITION

Reporting to the Director of Development for Annual Giving, the Assistant Director of Development for Annual Giving, Athletics is responsible for developing personal outreach strategies to build relationships resulting in increased engagement and participation in giving to Haverford Athletics Programs. As an active member of the annual giving team, this individual will help increase revenue and the number of donors by leveraging digital tools and strategies to qualify, engage, solicit, and deploy targeted campaigns.

Primary Responsibilities

- Planning, managing, and implementing a Friends of Haverford Athletics fundraising strategy:
  - Helping to develop fundraising growth strategies for the program that align with institutional priorities particularly in regards to Haverford’s commitment to principles of Diversity, Equity, and Inclusion.
  - Helping to develop annual letter for coaches to send out to alumni with an ask for specific travel or need.
  - Plan and execute annual athletics giving challenges by working with the athletics department, Advancement Operations, Alumni and Constituent Engagement to raise unrestricted funds for all sports and the general athletics fund. Utilize email, mail, and social media to advertise the event.
  - Determine athletics fundraising goals in conjunction with annual giving goals.
  - Determine, plan, and execute athletics fundraising challenges during AG fundraising events where needed.
  - Partner with Athletics to host home game IA events.
- Actively manage a prospect pool of approximately 150 Haverford alumni and parents with backgrounds in athletics or preferences for supporting athletic programs:
  - Securing a minimum of 40-50 meetings per year, with goals established annually, with prospects who have a primary interest in supporting the unrestricted athletics giving.
  - Qualifying and preparing solicitation strategies for identified prospects (primarily rated between $250 and $25,000); solicit and secure leadership level commitments from these prospects and in certain situations (in consultation with the AVP of IG) solicit and secure Major and/or Planned Gifts and help identify new members of the Jacob Jones Society.
  - Working closely with the Prospect Research team and other members of IA to manage identified prospects and to recognize, identify, and introduce new prospects into the donor pipeline.
  - Collaborating with the Director of Donor Relations on prospect follow-up, Letter of Intent creation, and acknowledgement of gift commitments.
In tandem with the AVP for Philanthropy and in partnership with ACE to engage and steward the athletics affinity group (currently known as Haverford Athletics Leaders):
  o Increase brand awareness of Haverford Athletic Leaders.
  o Utilize volunteer group as a primarily fundraising group with a clear distinction as advisory and not directive.
  o Provide updates to volunteers to enhance their efforts and to ensure they are effective.
  o Appropriately thanking and stewarding volunteers for their work.

Planning and Executing targeted special events:
  o Partner with Athletics to promote and create enthusiasm for special athletic competitions, including but not limited to alumni games, Senior Day, championship games/tournaments, etc.
  o Collaborate with athletics on identifying and selecting award winners.
  o Identify opportunities for an IA presence at home games and other athletics-sponsored events/activities.
  o Partner with Athletics to host select volunteer-driven events.

Planning and Executing Golf tournament for Haverford Athletics:
  o Planning silent auction along with golf tournament which includes gathering items for auction.
  o Work closely with Merion golf course to execute day long golf tournament.
  o Work closely with athletics to utilize coaches as a resource for the event.
  o Develop and implement strategies for securing golfers and sponsorships with an overall goal of increasing the revenue from the event.
  o Coordinate early planning and event logistics with Merion as well as the appropriate IA colleagues.

Liaison with Athletics department as first point of contact:
  o Meet on recurring basis with Athletic Director.
  o Attend athletics department meetings as needed and provide giving updates.

Other duties as assigned:
  o Including special event participation and/or management, cultivation/solicitation/stewardship support, social media strategy development/support, and/or prospect management, in accordance with the overall goals of the Annual Giving and all departments within Institutional Advancement

This position’s work location/hours will follow that of the College and Institutional Advancement’s policies and procedures.

Education, Training, & Experience

• Bachelors’ degree required.
• An appreciation for the liberal arts and its potential to develop the fullest expression of individual identity and contribution to community.
• One to three years of development experience and/or direct solicitation experience or transferable skill equivalent.
• Volunteer management experience preferred.
• Knowledge of fundraising and annual giving necessary.
• Excellent management, organization, communication, and interpersonal skills required.
Special Requirements

- All faculty and staff (including contract workers) who are employed or engaged by Haverford College, must be fully vaccinated against COVID-19 (to include a booster dose when eligible), and provide proof of vaccination, unless an exemption from this policy has been granted as an accommodation or otherwise.
- Possession of a valid U.S. driver’s license and ability to pass a Motor Vehicle Record Check is required.
- Evening and weekend work required.
- Travel required.

For inquiries, nominations, and applications please contact:
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