Assistant Director of Development for Annual Giving, Digital Gift Officer
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, Digital Gift Officer is responsible for securing leadership level annual gifts for the College by building, advancing, and stewarding philanthropic relationships with an assigned group of Haverford’s alumni, families, and friends while serving as a key member of the College’s fundraising team.

Identifying, cultivating, soliciting, and stewarding single year and multi-year commitments, specifically within annual giving, are the Assistant Director’s top priorities as part of an integral annual giving program. Additionally, the Assistant Director will be responsible for oversight of the program’s digital fundraising platform.

The Associate Director’s work may be completed in a hybrid format with weekly in-person on-campus expectations.

Primary Responsibilities

- Creating donor engagement opportunities, both in person and virtual.
- Oversee the CommunityFunded platform that is leveraged for giving days and other special project fundraising opportunities.
- Attending on-campus, regional, and affinity events.
- Executing individualized fundraising plans.
- Work collaboratively with other Institutional Advancement colleagues to create prospective donor strategies and ensuring a seamless transition to leadership or major gift officers, as appropriate.
- Develop strategies to target donors from diverse backgrounds, including young alumni, women, and ethnic diversity.

Additional Responsibilities

- Maintain, categorize, administer, and actively manage a prospect pool of approximately 1,000 alumni, families, and friends of Haverford College, who are unrated or up to $10,000 with an emphasis on growing the 1833 Society.
- Qualify, and prepare solicitation strategies, both in person and virtual, for identified prospects (all of whom are rated below $25K). Solicit and secure leadership level annual giving commitments from these prospects and identify potential Leadership Gift, Major Gift, and Planned Giving prospects to help build and strengthen the College’s donor pipeline.
• Hold in person, phone, and virtual (Zoom) meetings in order to move prospective donors through the Donor Engagement Process.
• Establish baseline metrics for giving rates of alumni from diverse backgrounds and develop strategies to increase philanthropic support (dollars and donors).
• Manage the Community Funded giving platform, including the building and management of active campaigns.
• Correspond promptly with constituents in a manner reflective of the College’s sense of integrity and purpose.
• Maintain timely electronic records of contacts with Haverford prospects.
• Establish and execute regional travel plans (if warranted) based on priority solicitation and consultation with the Director of Development: Annual Giving.
• Work closely with the Prospect Research and Management team and other members of IA to manage identified prospects and to recognize, identify, and introduce new prospects into the donor pipeline.
• Work collaboratively with the Donor Relations and Stewardship on prospect follow-up, Letter of Intent creation, and acknowledgement of gift commitments.
• Consider data integrity a priority and work diligently to document capacity/gift/engagement related information into advancement’s CRM in a timely manner.

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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