Assistant Director of Development for Annual Giving
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 is an active member of the Annual Giving team whose programs and responsibilities are strategically aligned with efforts to grow the Annual Giving program, and increase donor acquisition, retention, and upward migration.

The Assistant Director of Development for Annual Giving will be responsible for the writing and management of print, web, and email copy for Annual Giving appeals, as well as copy for Community Funded campaign microsites and any other collateral materials, with a goal of $300,000 through direct mail. Additionally, the Assistant Director will help lead Annual Giving challenges and manage the Community Funded, ThruText, and Thankview platforms.

This position is hybrid, requiring at least two days in the office per week. Work in this role will be done with close attention to engaging constituents from diverse backgrounds, including personalized communications with an emphasis on gender identity, race, ethnicity, and more.

Primary Responsibilities

- In partnership with the Director of Annual Giving and the entire Annual Giving team, help to create alumni, parent, and friend fundraising strategies aimed to raise current dollars and grow the number of alumni donors in FY23.
- Manage Annual Giving direct mail and electronic appeals by:
  - Implementing creative segmentation strategies.
  - Coordinating appeal signers significant to the Haverford community, including class signers outside of managed reunion years.
  - Writing and editing copy for print/web/email appeals, the Community Funded platform, stewardship, and other Annual Giving communications.
  - Working in collaboration with Annual Giving staff to ensure consistent and effective messaging across all Annual Giving channels including, but not limited to, digital strategies, event and program communication, reunion messaging, and student philanthropic initiatives.
  - Analyzing appeal and campaign data for more effective messaging and segmentation.
  - Creating a comprehensive calendar for multichannel Annual Giving communications throughout the fiscal year.
- Manage Annual Giving challenges and giving days by:
  - Helping plan and design fall and spring giving challenges for Annual Giving designations.
• Working with Advancement Operations and Communications to design a Community Funded crowdfunding page and connect giving forms.
• Writing and planning out marketing materials and appeals to be sent before and during the challenge.
• Be primary user and manager of the Thankview and Thrutext platforms, including:
  o Drafting and editing copy for campaigns.
  o Running point on all Annual Giving text and video campaigns through the platform.
  o Managing data input, exports, and clean-up before and after campaigns.
• Other duties as assigned, including launching the Student Philanthropy program and transitioning it to the new Jill Sherman Fellow, administrative support, social media strategy development/support, and/or prospect management, in accordance with the overall goals of 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
• Bachelor’s degree required.
• Strong written communication skills required.
• 3+ years of experience in higher education fundraising preferred.
• Must be organized, versatile, and a self-starter.
• Ability to be a team player in a fast-paced environment is a must.

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.
• Occasional evening and weekend work required.
• Some travel may be required.

For inquiries, nominations, and applications please contact:
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