

# Assistant Director of Annual Giving

This is a civilian position that works for a 501(c)3 non-profit that supports the Air Force Academy. This position does not require any military service requirements.

## UNITED STATES AIR FORCE ACADEMY ASSOCIATION & FOUNDATION

The United States Air Force Academy Association & Foundation (Association and Foundation) believe strongly that the United States Air Force Academy (“Academy”) is a vital national resource, upholding the invaluable mission of developing leaders of character for our Air Force, Space Force and nation. The Association & Foundation have joined forces to accomplish their complementary missions to actively support these leaders as well as the Academy and its cadets.

The core values of the United States Air Force Academy are Integrity First, Service Before Self, and Excellence in All We Do. These same core values guide the Association and Foundation, as well as our boards and staff.

## THE OVERVIEW

The Association and Foundation, in support of the Academy, seeks a dynamic and creative professional to serve as the Assistant Director of Annual Giving that will report directly to the Assistant Vice President of Annual & Class Giving. This individual will support our annual giving fundraising priorities and will be a vital piece to the success of strategic plan and operating goals. This individual will join a team that is committed to grow the philanthropic support of one of the nation’s premier institutions.

## POSITION RESPONSIBILITIES

- Understand, uphold, and promote the ethical standards and core values of the United States Air Force Academy (“USAFA”) and the Association & Foundation
- Learn and understand how the Association & Foundation interact with the Academy and other Academy-related nonprofit organizations that support various areas of the Academy
- Assist in the development and execution of annual operating plan to establish and achieve the overall annual giving fundraising goals
- Execute strategic plan aimed at maximizing annual support and donor participation from a variety of audiences, including prospects, donors, alumni, and parents
- Leverage data to develop strategic segmentation recommendations prior to campaign launches and deliver insightful post-campaign analysis to assess performance and inform future efforts
- Monitor key performance indicators (KPIs) for annual giving programs and provide regular progress reports to leadership
- Use data to inform real-time campaign adjustments and long-term strategic planning
- Assist in managing annual giving budget and expenses to ensure cost-effective campaign execution

- Recruit, train, and support volunteers (including class agents or ambassadors) to enhance peer-to-peer outreach and giving campaign success
- Stay current on annual giving trends, emerging technologies, and donor engagement strategies; recommend innovative approaches to strengthen program outcomes
- Develop and implement effective engagement center, direct mail, digital, social, face-to-face, and volunteer solicitation strategies; utilize state-of-the-art annual giving techniques and analytics to maximize efficiencies and results
- Implement all aspects of the annual giving communication plan to include segmented written, electronic, and verbal messaging and related collateral material; collaborate with the development communications team to generate cohesive, effective, and strategic messaging
- Collaborate across the Association and Foundation to support and grow annual donors and dollars
- Collaborate with donor relations to develop and maintain stewardship strategies for annual giving program
- Serve as a project manager between the marketing & communications and gift administration & data integrity team
- Maintain all appropriate and necessary project and fundraising documentation files
- Respond to graduates, volunteers and Foundation staff inquiries accurately, and in a timely manner
- Strategizing special audience campaigns with a focus on NextGen and Parent audiences
- Keep abreast of Air Force, USAFA and departmental priorities, programs, personalities and events
- Perform other duties as assigned

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- Ability to manage multiple tasks concurrently, which will require significant organizational skills to meet deadlines
- Understanding of how annual giving fits into the larger development ecosystem, including, but not limited to, stewardship, prospect pipeline and major gift prospects, communications and marketing, and data/research
- Apply initiative, creativity and sound judgment to appropriate situations
- Excellent written and oral communication skills are required. Must be able to present complex subjects in a clear and compelling manner
- Adept at using persuasive language to promote visionary gift opportunities
- An ability to articulate eloquently the value of a federal service academy and the particular mission of the United States Air Force Academy, its curriculum, programs, research, aspirations, commitment to the nation, and the unique experience it provides cadets
- A strong work ethic, a commitment to high performance and teamwork and a proven ability and desire to reach aggressive goals
- A willingness to work collaboratively with colleagues and with a diverse constituent base
- Ability to work independently and in a team environment
- Work accurately and thoughtfully under pressure

## **QUALIFICATIONS**

- A bachelor's degree is required; advanced degree is preferred
- A minimum of 2-5 years of development or related field is required; fundraising/sales experience preferred
- A background with higher education fundraising experience within the context of a comprehensive campaign is preferred
- Working knowledge of Raiser's Edge or similar CRM database
- A valid driver's license and any related insurances is required
- An ability to pass a DBIDS Background check for which are required in order to maintain access to the Association and Foundation's principal offices on the Academy
- Individuals with service in the military, especially the U.S. Air Force, will be given strong consideration

## **COMPENSATION AND BENEFITS**

The salary range for this position is \$70,000-\$80,000. The Association & Foundation offer a competitive benefits package including but not limited to medical, dental, vision, life insurance, short-term and long-term disability, retirement, and paid time off for all full-time employees.

## **SUBMISSION INSTRUCTIONS**

Applicants must submit a cover letter and a resume to receive full consideration. Applications can be submitted via [https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R\\_ID=6868435](https://recruiting.myapps.paychex.com/appone/MainInfoReq.asp?R_ID=6868435). The position will remain open until filled.