

Position Overview: Director of Annual Giving

The Director of Annual Giving will be primarily responsible for the management of the solicitation of NPF mid-level donors (\$1,000+). The Director will collaborate with fundraising consultants, the Vice President of Planned & Annual Giving as well as other colleagues in the planning, development, execution, expansion, and evaluation of all donors in this group to ensure proper solicitation. The candidate will bring proven experience of individual fundraising as well as industry best practices, standard operating procedures, and new approaches to system integration, staff training, and organizational efficiency.

Essential Functions/Duties/Tasks:

- Responsible for creating, growing and implementing the mid-level (\$1,000+) annual giving program through one-on-one personal solicitation, direct mail, online giving, effective messaging strategies, and strategic data analysis.
- The Director will build on the success of the current program, the Stewardship Circle, by utilizing leading-edge data analytics and predictive modeling techniques to increase the NPF's donor base and move donors up the giving pipeline both effectively and efficiently.
- Manage an assigned pool of prospects and personally cultivate and steward donors through regular communication via mail, telephone, email, and occasional in-person visits.
- Manage internal department budget, track all invoices/expenses, and provide regular written reports and commentary to management.
- Promote a collaborative fundraising culture and strong work ethic within both the Planned & Annual Giving team as well as the Individual and Foundation Giving team as appropriate.
- Maximize the income potential of present and lapsed donors, evaluate future acquisition strategies, and solicitation upgrade programs.
- Integrate all messaging /communications in print and online, coordinating closely with vendors, leadership, and colleagues.
- Collaborate with teammates within the Individual and Foundation Giving department in providing a comprehensive and strategic donor experience at the Foundation.
- Ability to communicate an enthusiastic passion for America's national parks.

Required knowledge, skills, and abilities:

- Demonstrated ability to manage staff, complex budgets, and multiple vendor relationships.
- Demonstrated ability to work independently and to motivate others.
- Excellent interpersonal and communication skills.
- Excellent budgeting skills.
- Strict adherence to ethical and confidentiality guidelines for both NPF and the Association of Professional Researchers for Advancement (APRA) at all times.
- Must work effectively and collaboratively with a wide range of staff across several departments.
- Strong multi-cultural sensitivity.
- Proficiency with Microsoft Office Suite (Word, Excel, PowerPoint, and Outlook).
- Ability to attend evening and weekend events as needed.
- Must be fluent in English, both written and spoken.

Preferred education and experience:

- Minimum of 10+ years of experience in individual fundraising, donor systems, prospect management, and database management
- Minimum of 5+ years management
- Bachelor's Degree preferred
- Raiser's Edge experience

Description of physical demands and work environment:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to use hands to operate office equipment and computing resources.
- Employee frequently is required to sit; reach with hands and arms; and stoop, kneel, crouch, and often required to stand and walk.
- Employee must be able to sit for periods of time using office equipment and computer.
- Position may require moderate lifting of supplies and materials from time to time.
- The working environment is a general office environment with low noise level.
- Must be able to travel to external locations as required via various modes of transportation.
- Professional attire is required.

About NPF:

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

Chartered by Congress in 1967, the National Park Foundation is rooted in a legacy that began more than a century ago, when private citizens from all walks of life took action to establish and protect our national parks. Today, the National Park Foundation carries on that tradition as the only national charitable nonprofit whose mission is to directly support the National Park Service.

Join the Team:

Join our energetic, passionate team at the National Park Foundation. As the official charitable partner of America's national parks, we are helping to preserve, protect and promote our country's most treasured places. Communicating about the parks, and fundraising to support them, is at the very center of our mission. Your work will make a direct and lasting impact on conservation, culture, preservation, recreation, education, stewardship, and volunteerism – preserving our national parks for centuries to come.

If you know you are the ideal candidate for this position, please submit your cover letter and resume by email to resumes@nationalparks.org. Please indicate the job title in the subject line of the e-mail.