

<b>Job Title:</b>	Advancement Director	<b>Schedule</b>	8-5 plus events and some evening meetings
<b>Department/Group:</b>	Hays Catholic Schools	<b>Status</b>	Exempt
<b>Reports To</b>	Principal		Full Time
<b>Date</b>	12/18/24	<b>Compensation</b>	Depends on Experience

#### **JOB SUMMARY**

The Director of Advancement is the person who creates, implements, and reports results to the Principals of the Hays Catholic Schools, COE, and senior administrative team. Motivated by enhancing the mission of the Church, Parish and School, the Director works with the key stakeholders, for strategy approval, the cultivation of major relationships, the execution of fundraising events and all donor related activities.

The Director is responsible for leading the fundraising efforts of the school by maintaining a book of donors under management, ensuring the plan submitted is realistic and achievable.

#### **Administrative**

1. Manages Advancement Office staff of 3.5 FTE.
2. Develops annual Advancement operating budget, provides gap analysis and corrective action monthly.
3. Execute plans using approved fundraising policies and procedures handbook.
4. Delivers tax statements to donors before Jan. 25<sup>th</sup>.
5. Update and maintain marketing materials to include the Hays Catholic Schools website, Facebook, as well as printed materials.
6. Assist with acquiring/disposing of materials after funds have been raised and approved for purchase, related to buildings, remodels, equipment, etc.
7. Attends quarterly investment committee meetings and Annual meeting of TMP-M Endowment Board providing relevant and timely reporting on activity of the Endowment. Serves as a conduit of information between school(s) and the Endowment Board.
8. Establishes a plan for professional development/certifications/continuing education for themselves and advancement staff.

#### **Donor Cultivation - The Director leads efforts to:**

1. Deliver comprehensive strategic fundraising plan and annual SMART Goals with quarterly progress including Alumni as a key donor category. Provide quarterly written matrix update to administration of Hays Catholic Schools/Superintendent.
2. Identifies, cultivates, communicates with, and solicits 6 new major gifts (> \$2500ea.) prospects per year.
  - a. Conduct prospect research and Create Lead list.
  - b. Accurately records 4-5 donor contacts per week in the *Network for Good* database within 48 hrs of the call/visit. Provide summary report monthly. Include mention of brochure in every call/or provide at visit.
3. Ensure donor gift giving options are well communicated (bequests, charitable trusts, endowments), professional in appearance, easy for donors to say yes to, and be able to confirm how we measure success.
4. Coordinate the Annual Ace Auction (raises over \$800,000), golf tournament, and other auxiliary events.
5. Oversee annual Fund Drive that delivers 10% year over year giving increases.
6. Use approved recognitions, receptions by Donor tier criteria, by event. See Recognition Donor Plan so aligned with Diocese, identify which events or where recognition will occur.
7. Ensures gifts are acknowledged in a timely fashion with receipt and/or written thank-you as appropriate in each case.
8. Make policy recommendations to the Principal/COE, written with justification.

#### **Fundraising Events**

See Matrix, Page 2

#### **Alumni Support**

1. St. Thomas More Society
2. Advisory Trustees

#### **School Marketing Activity**

- Development and implement comprehensive local public relations and communications plan for the school (school leadership, teachers, staff; parents of current, former and future students; local civic and business leaders, Chamber, and area residents).
- Cultivate relationships with local and regional mass market media outlets (radio, news sites, newspaper)
- Attend meetings (staff, PTA, Chamber events, school goal progress reviews)

- Update social media, all other communication platforms ensuring appropriateness, accuracy, and timeliness of shared information

**Advancement Support**

- Attends Quarterly Diocese Advancement meetings and works closely with the Director of the Diocese Foundation.
- Maintains relationships with other local non-profit leadership personnel for mutual benefit and support.

Education: Degree preferred or related work experience, 3-5 years.

<b>Experience</b>	<p>Hays Catholic Schools Graduate strongly preferred;          Prefer a minimum of 3-5 years of executive responsibility with donor cultivation and a track record of success in increased giving.          Requires knowledge and compliance with regulations, limitations, and advantages of non-profit organizations.          Prefer knowledge of financial implications to the schools and donors of various planned giving vehicles          Proficient in the use of office technology including Microsoft Office software, CRM software; knowledge of nonprofit campaign database.          Experience with the Catholic Church/background in advancement campaigns and endowments is preferred.</p>
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<b>Current Target</b>	<b>Previous Year</b>	<b>Event Description</b>	<b>Notes</b>
700,000		Thomas Moore Society	
300,000		Ace Auction	
		Ace Auction Match	
70,000		Chili Supper	
60,000		Race for Education	
		Jean Ross Planned Giving	
		I Give Catholic	
		Salary Enhancement	
		New Gifts >2500, 1 per quarter	
		Alumni Gifts	
		Golf Tournament	
		Endowment Gifts	