



Associate Director of Annual Giving

The Advancement Department seeks an energetic, highly driven, creative, and collaborative Associate Director of Annual Giving to join our team. Reporting to the Director of Annual Giving, the Associate Director of Annual Giving plays a key role in advancing Madeira's philanthropic goals by developing and executing strategies to both increase annual support and grow the donor base of alums, parents, and friends. The Associate Director will cultivate relationships, solicit gifts, and steward donors through personalized outreach, including digital (email, text, video, social) media, phone and in-person visits. This position works independently and collaborates extensively with colleagues within Advancement and throughout Madeira.

The Madeira School is an independent boarding and day school that educates girls in grades 9-12. The scenic 376-acre campus is just 10 miles from Washington, DC. Enrolling 340 students from 21 states and 38 countries, Madeira was founded with the vision of leading innovation in girls' education and the mission of launching women who change the world.

Responsibilities include:

- Manage a portfolio of Madeira Fund prospects, donors, and volunteers. Travel accordingly to achieve 10-15 face to face visits per month to guide individuals through the donor life cycle.
- Manage top reunion classes, ensuring personalized solicitation for leadership-level prospects
- Develop meaningful relationships with alums, parents, and other supporters leading to impactful philanthropic commitments.
- Develop and execute segmented giving campaigns mindful of audience, voice and values, focusing on retention, renewal, and acquisition strategies.
- Collaborate and implement strategy around print and digital fundraising efforts, including writing appeals and grants, implementing class challenges, days of giving, and milestone appeals.
- Partner on the development of an integrated annual giving program calendar that is aligned with overall Madeira Fund objectives and leverages digital, web-, and social media-based opportunities and events
- Steward existing donors to ensure continued support and increased giving. With an eye to lifelong engagement, create stewardship plans and materials that appropriately and effectively recognize annual giving donors at all gift levels as well as first time donors, consecutive donors, and leadership donors.
- Design appropriate and personal acknowledgements for annual giving donors
- Conceptualize a student philanthropy program aimed at fostering a culture of philanthropy among new graduates
- Develop and analyze giving reports to make data-driven decisions and provide regular updates on progress toward targets.
- Follow procedures regarding prospect management and documenting contacts. Maintain detailed and timely records of all fundraising activity using the School's CRM

- Keep current on fundraising trends, including those related to direct mail, crowdfunding, social media, mobile, and digital acquisition, and AI. Suggest new initiatives and/or improvements to the annual giving program.
- Support a robust events program to cultivate new and existing donors and generate a sense of excitement and belonging within the Madeira community. Plan and execute stewardship events to thank leadership annual donors
- Work collaboratively with other members of the Advancement Office, providing assistance and input as needed, and communicating frequently to ensure events and activities do not conflict
- Participate in planning meetings, accept special assignments, assist colleagues, and provide support for all ongoing programs and operations, as needed
- Represent the advancement Office at key events including Opening of School, Family Weekend, Reunion Weekend and other advancement related functions.

Qualifications:

- Bachelor's degree
- 3-5 years' experience in an advancement office preferred
- Proficient in Raiser's Edge (or similar database), MS Office Suite, Outlook and Excel; willingness to learn additional programs
- Outstanding interpersonal, oral and written communication skills
- Strong organizational skills with an attention to detail; ability to problem-solve, and manage and prioritize workflow
- Demonstrated ability to handle sensitive matters with diplomacy and discretion
- Ability to work independently and as an integral part of a team
- Available to work evenings and weekends as required
- Positive attitude and passion for educating girls
- Commitment to advancing diversity, equity and inclusion in all aspects of School life
- Understand and promote best practices in independent school fundraising, including CASE's *Statement of Ethics* and *Principals of Practice for Fundraising Professionals at Educational Institutions* and AFP's *Code of Ethics* and *Donor Bill of Rights*
- Embrace Madeira's mission, philosophy, and values, and, in partnership with the Chief Advancement Officer, establishes a culture of teamwork, trust, collegiality, and accountability within the Advancement team

To apply, please submit your letter of interest and resume to hr@madeira.org.