

ARCHDIOCESE OF WASHINGTON



# DIRECTOR OF THE ANNUAL APPEAL

June 14, 2019

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



## BACKGROUND

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Archbishop Wilton D. Gregory ([Archbishop Biography](#)) was installed as the seventh Archbishop of the Archdiocese of Washington (<https://adw.org/>) by Pope Francis. Archbishop Gregory will lead a revitalized mission of faith and healing. The Archdiocese serves 655,000 Catholics, in 139 parishes, with 93 schools providing a Catholic education to 26,000 students. The Archdiocese supports these schools with \$6M in annual tuition assistance. Catholic social justice programs aid over 140,000 individuals in the spirit of serving “the least of Mine.” Exciting new programs of evangelization, outreach and reconciliation require resources to support the mission of the Archdiocese in this vibrant national

## POSITION SUMMARY

**The mission of the Roman Catholic Archdiocese of Washington is to spread the light of the Gospel of Jesus Christ to the world. In the faithful pursuit of this mission, the Archdiocese is seeking a Director of the Annual Appeal. The Annual Appeal is the largest fundraising program of the Archdiocese of Washington that provides significant funds for the Church’s mission and ministries throughout the year.**

Reporting to the Executive Director of Development, the Director of the Annual Appeal is responsible for leading the Annual Appeal strategic planning and coordinating the Appeal’s outreach and stewardship activities. This position includes responsibility for coordinating with pastors and parish teams; the Appeal’s archdiocesan direct mail, digital, telemarketing and major gift solicitation; and the Appeal’s data management and stewardship of donors. Further, the Director of the Annual Appeal coordinates with internal and external partners to ensure all aspects of the Appeal are well synchronized and effectively executed.

**Reports to:** *Executive Director of Development*

# Duties & Responsibilities

- Manages the entire Appeal campaign and donor engagement process from data management, record synchronization and training with parish teams to communications, vendor services (mailings, fulfillment, gift processing, and digital outreach and telemarketing), donor cultivation, recognition, and stewardship.
- Manages an Annual Appeal staff of three and works closely with the Office of Development's director-level team members, Moderator of the Curia, Office of Communications, Office of Events and Office of Finance.
- Provides strategic guidance and effective planning to acquire new donors, enhance retention and recapture lapsed donors.
- In conjunction with the Office of Communications, designs and submits campaign collateral material for approval to ensure effective Appeal branding and messaging for print, online, email and social media content.
- Meets with Pastors and parish leaders at three annual meetings to prepare for the Appeal. Provides pastors and parish teams with resources and guidelines on essential tasks they will implement to help achieve the parish's Annual Appeal goal.
- Oversees tracking, analysis and reporting progress on a weekly basis to the Executive Director of Development and as requested by the Moderator of the Curia.
- With the Donor Relations Officer for the Annual Appeal, the Director of the Annual Appeal supervises the process for contacting donors regarding declined and expired credit cards, as well as pledge delinquencies.
- Spends time cultivating and stewarding donor relations, requiring travel regionally when necessary.
- Plans donor stewardship activities, including Giving Society recognition mailings and events, as well as Advent and Lenten companion mailings.

# Requirements

- Practicing Catholic who supports the teachings of the Catholic Church.
- Bachelor's Degree in fundraising, nonprofit management, communications, business administration, finance, or related field. Certified Fund Raising Executive (CFRE) credential and/or professional fundraising certifications/designations a plus. Spanish language written and verbal fluency a plus.
- A minimum of eight years professional and successful management of annual fund campaigns utilizing an integrated marketing channel approach, preferably within an arch/diocese or a chapter-based not-for-profit environment.
- A minimum of four years of management experience in fundraising programs that include management of development and administrative staff.
- Demonstrated understanding and success in managing direct mail, digital and telemarketing campaigns.
- Ability to think strategically in all phases of the Appeal, from planning to execution so that the Appeal can improve over time and keep pace with changes in donors and the local environment.
- Ability to collaborate with other archdiocesan staff, pastors and parish teams to help align donor interest with the mission of the Archdiocese.
- Effective team player with strong interpersonal, communication and customer service skills.
- Ability to handle multiple tasks under time sensitive deadlines.
- Ability to handle confidential and sensitive information.
- Proficiency in the Microsoft Office Suite (Word, Excel, PowerPoint and Outlook).
- Knowledge and proficiency in the Amergent Portfolio relational database or a comparable nonprofit CRM system.



# Requirements

- Salary** ○ Commensurate with background, education and experience
- To Apply** ○ Please include cover letter, describing background and qualifications for this position and a resume. Please be prepared to supply 3-4 personal references related to your work in fundraising
- Application Deadline** ○ August 15, 2019

To apply for this position, please email resume to:

**Brent Morton**

Vice President

Catholic Recruiter Associates

[Brent@CatholicRecruiter.com](mailto:Brent@CatholicRecruiter.com)

*Only those meeting the criteria of the search will be responded to by Catholic Recruiter Associates.*

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**CATHOLIC RECRUITER ASSOCIATES**

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