



WILLIAM & MARY

CHARTERED 1693

OFFICE OF UNIVERSITY ADVANCEMENT

Associate Director, Reunion & Affinity Annual Giving

Mission Statement

We create the conditions for opportunity – human, financial & experiential – by garnering and stewarding the resources that advance William & Mary.

William & Mary Foundation's defining and essential mission is to support the university's people and programs. By seeking private support, and then diligently managing those funds, the W&M Foundation advances and furthers the work of William & Mary's students and faculty —providing vital resources for scholarships, professorships, research and program funding.

Consistent with the university's shared services agreement with the William & Mary Foundation (WMF), this position is assigned 5% effort to support WMF with the responsibilities outlined below.

Position Summary

The Associate Director of Reunion & Affinity Annual Giving is a senior member of the Reunion & Affinity Giving team in the Office of University Advancement at William & Mary.

Working under general direction of and reporting to the Director of Reunion & Affinity Giving, the Associate Director will develop and implement creative strategic plans to maximize dollars raised through, and participation in, William & Mary's reunion and affinity programs. The Associate Director manages a portfolio of donors, solicits annual gifts and increases, develops and manages reunion, class, and affinity strategies and takes the lead on several key programmatic initiatives. The Associate Director will also work closely with partners in Alumni Engagement to align key philanthropic engagement initiatives for the cultivation and stewardship of volunteers.

Associate Directors on the Reunion & Affinity Annual Giving team are charged with program modification for the class ambassador program (which includes reunions), affinity giving programs (Athletics, Greek Ambassadors, etc.), volunteer engagement and volunteer management. The position is responsible for class & affinity giving and alumni relations outreach to include but not limited to volunteer training and management, class and affinity giving and key university-wide alumni solicitation events such as calendar year-end, One Tribe One Day, and fiscal year-end.

The Associate Director of Reunion & Affinity Annual Giving is responsible for the management of up to 20 classes, including 1-3 reunions as assigned by the Director, leading key solicitations around reunions in partnership with Direct Marketing, and serving as the subject matter expert for GiveCampus, the program's volunteer management system.

The successful candidate will be an innovator who will foster a culture of belonging that embraces all people and perspectives. This position is based in Williamsburg and is expected to work in the office on campus, eligible to work remotely up to two days per week. Read and download the full position description here. <https://advancement.wm.edu/come-work-with-us/open-positions/index.php>

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Required Qualifications

- Bachelor's degree in a related field or the equivalent combination of education, training and or experience.
- Significant experience (typically 4+ years) managing and developing relationships with constituents, clients, customers, in a for-profit or nonprofit setting. Examples include outside sales, marketing or public relations, financial planning or wealth management, admissions or enrollment, and membership development, as well as academic fundraising or alumni engagement.
- Significant experience working in a fast-paced office environment with a thorough understanding of general office procedures, practices and prioritization of workflow, and managing multiple priorities concurrently within strict deadlines, and a desire to collaborate across multiple teams (typically 4+ years).
- Strong fundraising skill with the demonstrated ability to identify, qualify and cultivate prospective donors or clients, and desire to reach aggressive goals.
- Strong analytical, computational and quantitative skills, with the ability to extract and analyze data, produce reports in a variety of formats, with the demonstrated ability to resolve problems, respond to inquiries, obtain and disseminate information.
- Proficiency with a variety of software applications to include web-based applications and MS Office (with strong skills in Word and Excel), to include creating mail-merges and developing spreadsheets with formulas and data links.

Preferred Qualifications

- Experience working with database applications and CRM systems (typically 3+ years).
- Proficiency using a volunteer management system (VMS), such as GiveCampus, and a thorough understanding of system integrations and reporting
- Experience in an environment of fund-raising, volunteer engagement and its role in fundraising, donor relations, and higher education with respect to confidentiality of information that relates to the donor base.
- Demonstrated project management experience in a related field to include crafting marketing plans, assessing program efficiency, and organizing events.

Conditions of Employment

- This position is subject to additional hours beyond the typical work day/week, including evenings and weekends.
- Ability to travel as needed.

Job Duties

Implement Class, Reunion & Affinity Giving Programs – 40%

- Organize and coordinate fundraising efforts for designated classes and affinities by engaging and supporting the institution's leading volunteers and donors.

- In concert with the Director, and working in partnership with other University Advancement colleagues, develop strategic solicitation programs, participation and dollar goals for each class/affinity and class-based models for screening and rating alumni. Evaluate results of solicitation activities for each prospect over time and evaluate/re-evaluate potential for future solicitations.
- Provide volunteer management, including governance, volunteer identification, recruitment and retention, communications, stewardship, Reunion development training including management of the assignment process and regular proactive contact with volunteers about progress with their assignments.
- Provide ongoing, day-to-day tactical support for reunion, class & affinity giving volunteers, including the production and management of prospect reports and other relevant information.
- Take a lead role in the development of training materials and presentations for volunteers. (Including, but not limited to, peer-benchmarking, presentations, facilitator at training workshops)
- Facilitate ongoing communication between volunteers involved in fundraising and development officers; coordinate volunteer involvement in cases for which staff has primary responsibility.
- Build active and effective relationships across the advancement community to assure cooperative and well-coordinated relationships, which help to advance the free and professional exchange of advancement information for the Class Ambassador, Reunion and Affinity Programs.
- Take the lead on large-scale program initiatives for regional and affinity-based audiences, such as reunion communications, off-reunion year programming, fraternity & sorority challenge programming, or other affinity communications centered on the impact and involvement of private gifts.
- Structure gift opportunities and collaborate with other fundraising colleagues, to maximize giving.
- Take a lead approach on an advancement wide committee during major outreach periods such as Homecoming, Giving Tuesday and calendar year end, One Tribe One Day, or fiscal year end leveraging high-profile donors and/or volunteers or micro-community-based fundraising initiatives
- Collaborate with University Advancement to build donor pipeline through volunteer giving.

Individual Portfolio Development & Management – 25%

- Develop, manage and continually evaluate a portfolio of donors and prospects capable of making lead annual and major gifts to William & Mary.
- Evaluate results of solicitation activities for each prospect over time and evaluate/re-evaluate potential for future solicitations.
- Identify, cultivate, solicit, and steward prospects that are diverse, focusing on pipeline development to meet and exceed increasingly aggressive annual fundraising goals.
- Execute appropriate communication/cultivation plan for each prospect.
- Prepare written proposals to solicit prospects for gifts in support of William & Mary.
- Virtually interact and travel in the continental United States to meet personally with current and potential donors to promote the priorities of William & Mary.
- Travel in tandem with Development Officers of the university as necessary

Engagement, Solicitation and Stewardship – 20%

- Set up reunion campaigns through the volunteer management system and train alumni involved with current volunteer campaigns. Responsible for the reporting and metrics pertaining to assigned classes or affinities
- Strategize with colleagues to recruit and develop a diverse, strong and motivated base of volunteers. Work closely with class leaders to ensure diverse volunteer development and Reunion progression.
- Determine ways to streamline class volunteer interaction and communication between staff across University Development and volunteers.
- Enhance non-reunion year communication presence through volunteer engagement, identification, support, training and solicitation.
- Devise an overall strategy for solicitation and stewardship of donors and volunteers
- Promote positive donor relations in person and via phone/mail/email/social/etc.
- Work directly with the Annual Giving Direct Marketing team on the production of all solicitation- based and stewardship- based marketing and communication materials.
- Establish measurable outcomes for participation, solicitation, diverse pipeline growth, new attendees, degree of impact surrounding attendance on giving and other variables surround events.

Administrative & Other Functions – 10%

- Oversee and strategize benchmarking, budgeting and measurements and reporting with the Director, Reunion & Affinity Annual Giving.
- Serve as GiveCampus technical lead and subject matter expert for the team as new features within the VMS are released
- Mentor Assistant Directors, Volunteer Engagement for professional growth and program growth opportunities.
- Analyze programs and make recommendations for program refinement, including developing a diverse pipeline of donors.
- Nominate and promote alumni for awards and recognition.
- Attend University Advancement, various Reunion board and other William & Mary meetings. Determine ways to increase awareness of activities and profile within the office.

William & Mary Foundation – 5%

- Negotiate, finalize, accept, document, and execute gift agreements to the WMF.
- Record and store gift agreements to the WMF.
- As appropriate, manage and invest gifts to the WMF.
- Document, administer and steward gifts to the WMF.

Equal Opportunity Statement

William & Mary values diversity and invites applications from underrepresented groups who will enrich the research, teaching and service missions of the university. The university is an Equal Opportunity/Affirmative Action employer and encourages applications from women, minorities, protected veterans, and individuals with disabilities.

Background Check Statement

William & Mary is committed to providing a safe campus community. W&M conducts background investigations for applicants being considered for employment. Background investigations include reference checks, a criminal history record check, and when appropriate, a financial (credit) report or driving history check.

Benefits Summary Statement

William & Mary offers our employees a full array of benefits including retirement, health insurance with options for expanded dental and vision along with group and optional life insurance with coverage for spouse and children, flexible spending accounts, and an EAP (Employee Assistance Program).

Our employees enjoy additional university benefits such as educational assistance, professional development, wellness benefits, and a robust holiday schedule. All employees have access to fitness facilities on campus. Staff members also have access to the university libraries, and much more. To learn more, go to: <https://www.wm.edu/offices/hr/currentemployees/benefits/index.php>.