

DIRECTOR OF FUND RAISING *

Function of Job:

Under general direction of designated alumni/development/capital campaign official, to design, implement and direct a systematic donor solicitation/marketing program in assigned area of responsibility (i.e., planned giving, annual giving or constituency based capital campaign) ensuring the timely/proper management and disposition of funds received.

Characteristic Duties and Responsibilities:

1. Define, research and set priorities for assigned area of responsibility (planned or annual giving) or constituency (parents, geographic region, university community, alumni, corporations, foundations).
2. Identify donor prospects for gifts/donations, and establish related cultivation/tracking/acknowledgment strategies.
3. Travel throughout the state, region and nation, as required, to cultivate and solicit planned/annual giving and/or capital donor prospects.
4. Review and prioritize long- or short-range/special funding needs for assigned area of responsibility or constituency, and design/implement appropriate institutional strategies, including research and prospect tracking systems.
5. Involve college/university administrators, faculty, staff and friends in an inter-active cultivation/solicitation program.
6. Recruit, cultivate and train key volunteers in pursuit of target goals and guide/provide leadership in their fund-raising efforts within class, club, constituency or other related activities, as applicable.
7. Act as liaison with campus, legal counsel and USNH officials regarding tax law, gift acceptance and fund management.
8. Develop an effective marketing program for gift opportunities, including printed materials and publicity through appropriate media.
9. Plan seminar, donor recognition and other stewardship and reporting activities for incorporation into planned or existing programs.
10. Negotiate and construct necessary agreements and proposals.
11. Maintain a general knowledge of current charitable giving tax laws, trusts, gift annuities, pooled income funds, insurance, bequests and other testamentary charitable gift arrangements.
12. May supervise full-time term employees working on fund-raising campaigns.
13. Perform related duties as assigned.

Minimum Acceptable Qualifications:

1. Bachelor's degree with additional documented instruction/experience in charitable giving, tax laws and solicitation methods and three years of fund-raising experience with an educational institution or other non-profit organization, including planned or annual giving/capital gift solicitation, management, policy development, marketing, public relations and/or direct sales experience, as applicable.
2. Ability to communicate effectively, both verbally and in writing.
3. Excellent interpersonal skills with tact and diplomacy.
4. General knowledge of charitable giving techniques, estate planning and current laws governing charitable giving, as required.
5. Willingness to travel and be available beyond usual working hours.
6. Strong supervisory and organizational skills.

Additional Desirable Qualifications:

1. Master's degree.
2. Computer skills.
3. Additional experience beyond minimum requirements.

8/31/89
System Approval

8/31/89
Effective Date

This document is a generic classification specification of the University System of New Hampshire. Its purpose is to describe the representative responsibilities and general level of complexity, and it is not a substitute for the specific job description of the individual position.

* Revised - Original approved 7/9/87 as "Director of Individual Substantial Giving" and revised 9/21/88 as "Director of Planned Giving."