

**United States Air Force Academy Endowment**  
**3116 Academy Drive**  
**Suite 200**  
**USAF Academy, CO 80840**  
**(719) 472-0300**

**Director of Annual Giving**

The mission of the Annual Giving Programs office is to secure flexible funding crucial to supporting Academy, USAFA Endowment, and Association of Graduates operations. The office also builds a pipeline of sustainable support from graduates, parents, and friends that will serve the Academy into the future.

The Director of Annual Giving provides key leadership to build and elevate a comprehensive annual giving program at the USAFA Endowment. S/he plans and implements strategies for the Air Force Academy Fund, the Endowment's unrestricted fund. The director guides the program and team in all aspects of communication and solicitation. S/he has a keen appreciation for the foundation of annual giving as a contributing component of successful major gift and gift planning programs.

The director develops and implements strategies necessary to secure unrestricted monies as part of university-wide comprehensive campaigns. In coordination with the Vice President for Development and other colleagues, h/she helps develop branding, positioning, and impact of annual giving within the context of a comprehensive campaign.

**Essential Functions**

1. Develop and implement a strategic plan aimed at maximizing annual support and donor participation from a variety of audiences, including graduates, parents, and friends. Align departmental plans with USAFA Endowment and Academy strategic plans.
2. Utilize state-of-the art annual giving techniques and analytics to maximize efficiencies and results. Develop and implement effective direct mail, telephone, electronic, new media, and other solicitation strategies.
3. Lead the Annual Giving team in collaborating with various departments to ensure highest level of program effectiveness.
  - a. Work with Donor Relations to coordinate donor recognition activities.
  - b. Coordinate with the Major Gifts team and other gift officers to ensure strategic cultivation, solicitation, and stewardship of lead annual gift prospects.
  - c. Work with Development Communications to create effective and strategic messaging plans.
  - d. Work with the Associate Vice President for Development on portfolio management, prospect identification, reporting and data mining.
  - e. Work closely with Gift Administration.
  - f. Cultivates a close working relationship with the Association of Graduates.
4. Develop and implement all aspects of the Annual Giving communication plan to include segmented written, electronic, and verbal messaging and related collateral material.
5. Supervise a growing Annual Giving team.
6. Provide strategic direction and manage contract with third-party calling program.
7. Direct the matching gift program.
8. Recruit, train, and manage volunteers.

9. Create a system to provide monthly, quarterly, and annual reports that can be shared with key stakeholders. Oversee prospect/donor evaluation and management as it relates to the Air Force Academy Fund.
10. Other duties as assigned.

### **Qualifications/Experience**

1. Bachelor's degree required. Master's degree preferred.
2. Seven+ years of professional experience in a development setting. Experience in higher education, and with campaigns specifically, is highly preferred. Comparable experience will be considered.
3. S/he should demonstrate expertise in annual fund strategies and analytics.
4. S/he should have lead annual gift level (five figure+) fundraising experience and a background in which s/he managed a portfolio of prospects.

### **Skills/Abilities**

1. Strong management and human relations skills.
2. Ability to train, supervise, and coordinate staff and volunteers, promote teamwork, and contribute to the professionalism, pride and fulfillment of volunteers and staff.
3. Excellent verbal, written, and interpersonal communication skills, including the ability to work effectively with a diverse audience of individuals who have differing affiliations with the Academy.
4. Should be highly organized, detail-oriented, innovative, and have a keen eye for interpreting data.
5. Should be attuned and open to exploring cutting-edge techniques and strategies within the industry.
6. Ability to produce high-quality work on deadline; comfortable managing multiple projects, priorities, and deadlines.
7. Ability to work both collaboratively and independently; demonstrated service-oriented approach, personal initiative, and creative thinking.
8. Commitment to the highest standards of customer service and professionalism.
9. Ability to exercise good judgment and make sound decisions in support of the goals of the USAFA Endowment and the Academy.
10. Proficient knowledge of Microsoft Office products.

### **SUBMISSIONS:**

Submit cover letter and resume:

Dustin Marple

[HR@usafaendowment.org](mailto:HR@usafaendowment.org)

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