

**KENNEDY CATHOLIC FAMILY of SCHOOLS  
DIRECTOR OF ADVANCEMENT**

***Executive Summary***

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The Director of Advancement assists the President with all aspects of the comprehensive institutional advancement program reflecting the Catholic mission of Kennedy Catholic Family of Schools.

The Director of Advancement is responsible, along with the President, for the planning, coordination, implementation, and control of an ongoing Comprehensive Advancement Plan. The plan must involve ongoing efforts to communicate the mission, vision, values, goals, and achievements of Kennedy Catholic Family of Schools to its various constituencies and to actively solicit human and financial resources to support the schools.

The Director manages the Advancement Office and works closely with the President and the Advancement Committee of the Board of Directors to lead programs that generate understanding and financial support and involve others in the life of the schools through their contributions of time, talent, and treasure.

The Director of Advancement seeks always to position the President as the chief executive officer and spokesperson for the schools.

***Specific Descriptors***

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*Accountability:*

Appointed, supervised, evaluated, and retained by the President  
Accountable to the President

*Supervises:*

Advancement Office personnel, parent, alumni, and student volunteers as it relates to advancement

*Member of:*

Institutional Advancement Team  
Advancement Committee of the Board of Directors (*ex officio*)

*Responsibilities:*

**Faith Community Affairs:**

- Upholds and models a moral code which is consistent with the teachings of the Roman Catholic Church and the mission of the schools.
- Ensures that all advancement programs and fund-raising practices reflect the Catholic mission of the schools and the Diocese of Erie.
- Remains aware of and represents the religious aims and objectives of the schools to the wider community.

**Advancement Affairs – Planning:**

- With the President annually prepares and presents to the Board of Directors for endorsement a Comprehensive Advancement Plan.
- Advises and assists the President, the Board of Directors, the Advancement Committee of the Board, and various support organizations in establishing and maintaining an on-going program of institutional advancement.
- Monitors the implementation of the plan with the President and Advancement Committee of the Board and recommends adjustments and revisions, as necessary.
- Annually evaluates and analyzes the Comprehensive Advancement Plan's impacts and results, and adjusts strategies and timelines, as necessary.
- Keeps abreast of current advancement practices, strategies, and tools through professional reading and training.

**Advancement Affairs – Financial Resources:**

- Designs, plans, and coordinates the annual giving program including strategies for prospect solicitation.
- Oversees and coordinates the major gifts program and assists the President, Board members, and volunteers in identifying, cultivating, and soliciting major gifts.
- Designs, plans, and coordinates periodic capital fund raising campaigns.
- Coordinates special fund-raising events with the assistance of the staff.
- Coordinates giving for endowment growth.
- Coordinates planned and deferred giving programs.
- Works with the grant writer in researching, preparing, and submitting proposals and grant applications to prospective foundations and corporations on behalf of the schools.
- Researches and evaluates donor prospects and other potential gift sources.
- Cultivates and solicits donor prospects and positions the President to be successful in soliciting major gifts.
- Plans and implements a program of donor recognition.
- Coordinates all fund-raising support materials.

**Advancement Affairs – Human Resources:**

- Identifies, recruits, trains, and supervises all fund-raising volunteers.
- Involves others in the support of the schools through their time, talents, and resources.
- Recruits, recommends, supervises, and evaluates Advancement Office personnel and volunteers in consultation with the President.

**Advancement Affairs – Office:**

- Oversees the management of a computerized data system of records, contributions, and other related information.
- Supervises record keeping and acknowledgement of gifts.

**Advancement Affairs – Marketing and Communication:**

- Coordinates with the Director of Enrollment Management to initiate a program of personal communication designed to reach leadership in the business, civic, professional, and religious communities.
- Coordinates a program of written and personal communication with various constituencies.
- Prepares and disseminates a schools newsletter 8 times each year updating key constituencies on school news.
- Prepares and disseminates an annual and/or state-of-the-schools report in conjunction with the President and Advancement Committee of the Board.
- Seeks always to position the President as the chief spokesperson for the schools.

**Academic Affairs:**

- Keeps abreast of current developments in Catholic education.

**Student Affairs:**

- Attends school events and remains aware of school accomplishments and challenges.

**Business Affairs:**

- Prepares and monitors the annual Advancement Office budget with assistance from the President and the Business Manager.
- Closely monitors fund-raising income and expenditures with the Business Manager developing financial practices that inspire donor confidence.
- Coordinates the transfer of deposits with the Business Manager.
- In coordination with the Business Manager submits regular reports to the President and Board of Directors showing results vs. goals and costs vs. budget for the advancement program.

**Board Relations:**

- Serves as *ex-officio* staff to the Advancement Committee of the Board of Directors and meets regularly with Advancement Committee members.
- Attends Board meetings at the request of the President to provide information and act as a resource person for pertinent agenda items.

**Liaisons and Other Responsibilities:**

- Represents the schools as assigned by the President at appropriate meetings and events.
- Submits to an annual performance evaluation by the President.
- Performs other duties as assigned by the President.