



Morristown Beard School

Director of Annual Giving

Full-time, 12-month position

Start date: July 1, 2025

The Director of Annual Giving manages and directs the planning, coordination, and management of all aspects of The MB Fund — the School's annual fund. Serving as a frontline fundraiser, the Director is responsible for developing a comprehensive annual giving plan that includes both the successful creation and implementation of a robust and thriving fundraising program to achieve, and ideally exceed, the goal for unrestricted and restricted funds each year.

The Director leads the successful project management of the annual giving plan which includes the creation of message development and copy for both direct mail and email appeals, segmentation of audiences, and target "ask" identification. The Director will work with volunteers and collaborate with Advancement colleagues to lead annual giving solicitations, including micro-campaigns and special appeals, acknowledgment and stewardship, and work toward a multi-year plan to increase annual giving support (both in dollars and participation percentages) from several MBS constituencies including parents and grandparents, past parents and grandparents, alumni, faculty, and staff, among others. The Director will have a robust portfolio of donors including current parents and grandparents, past parents and grandparents, alumni, faculty, and staff, among others. Goals around this portfolio will include donor upgrades, retention and acquisition, cultivation, and stewardship. It will require face-to-face meetings and communication with donors.

This position assists with the identification and qualification of major gift prospective donors, and collaborates on the strategic marketing and outreach of planned giving to segmented audiences. Responsibilities include setting and achieving goals for donor upgrades, retention and acquisition; and analyzing and utilizing data to make decisions about growth opportunities and resource deployment. This position reports directly to the Chief Advancement Officer.

RESPONSIBILITIES

- Successful project management of the annual giving plan including the creation of message development and copy for both direct mail and email appeals with the goal of securing multi-year pledges
- Works closely and collaboratively with members of the Advancement Team on segmentation of audiences and target "ask" identification
- Identifies and solicits volunteers to assist with annual giving solicitations
- Develops creative micro-campaigns and special appeals targeting individual constituencies and segments
- Prioritizes timely acknowledgment of gifts and stewardship of donors including in-person meetings, phone conversations, and written correspondence
- Maintains and ensures the integrity and accuracy of our donor database by providing information updates and completing timely and accurate contact reports
- Collaborates on the strategic marketing and outreach of planned giving to segmented audiences
- In collaboration with Advancement Team members, produce the Annual Report of Giving
- Develop and implement appropriate cultivation and stewardship events for annual fund donors in collaboration with Advancement Team members
- In collaboration with the Communications Team, create and maintain giving pages on the MBS website
- Manage the annual operating budget for The MB Fund
- Lead all components of the School's annual Day of Giving: Thanks2MBS, and the annual Class Challenge
- Occasional evening and weekend work, including events for Morristown Beard School alumni, parents, donors, and prospective families
- Occasional travel both in and out of state
- Occasional writing for Crimson Magazine and other publications
- Other duties as assigned

QUALIFICATIONS & REQUIREMENTS

- A high level of professionalism, discretion, and confidentiality
- A bachelor's degree with a minimum of five years experience in annual giving
- Knowledge of Blackbaud Raiser's Edge NXT
- Demonstrated capability in strategic planning, data analysis, solicitation, project management, and volunteer management
- Proficiency in Google Workspace and Microsoft Office

- Practical knowledge of annual giving operations and experience increasing donor participation
- Valid driver's license
- Excellent oral and written communication skills
- Ability to work with a wide range of individuals
- Ability to create and implement a demanding timetable
- Initiative and an ability to work both independently and collaboratively

PHYSICAL DEMANDS & WORKING ENVIRONMENT

The working environment is an office and school environment on a 22-acre campus. The ability to occasionally lift files and storage boxes, walk up and down stairs, attend meetings in varying locations throughout campus, and continually use computers and related office equipment is required. Not all buildings on campus have elevators.

HOW TO APPLY

Interested candidates should email a cover letter and resume to advancement@mbs.net.