WILMINGTON CHRISTIAN SCHOOL

Director of Advancement
Job Description

Scope:

The Director of Advancement (DoA) is the leading fundraising professional for Wilmington Christian School. The DoA provides leadership, planning, and management of all donor cultivation and solicitation strategies. The DoA is responsible for designing and implementing a comprehensive advancement program and providing leadership and oversight of programs and activities such as, but not limited to, the Annual Fund Campaign, capital and other special campaigns, donor cultivation and maintenance, new donor procurement, development event planning, alumni engagement, and the Federal Tax Credit Scholarship Program (pending). This position is a full-time, year-round position that works in direct support of the Wilmington Christian School Head of School strategically designing and executing a personal solicitation program targeted at securing philanthropic support for the school's mission and vision.

Qualifications and Qualities:

The Director of Advancement shall possess characteristics that reflect:

- A strong clear Christian testimony with a mature, godly spirit
- A daily example of the highest Christian virtue both in and out of school
- A commitment to faithful attendance and support of a church whose beliefs are in agreement with the School's Statement of Faith
- Possesses a clear philosophy, passion, and pursuit of excellence for Christian education and Wilmington Christian School's mission and vision
- Proactivity, personal accountability, discernment, and the ability to collaborate effectively to accomplish department and school-wide goals
- Demonstrates integrity in leadership style and decision-making

The Director of Advancement shall possess:

- A Bachelor's Degree in a related field
- A minimum of three years professional fundraising experience with demonstrated results
- Previous experience in designing and managing development programs and strategies
- Experience with developing and maintaining productive relationships with board members, donors, parents, administrators and faculty
- Experience using data management software for purpose of recording contributions, producing reports, cultivating relationships, and procuring new contributions
- High degree of proficiency with Microsoft Office Suite
- Displays strong interpersonal skills, written and verbal communication skills, and organizational and management skills.
- Natural inclination to initiate and nurture relationships
- Ability to work as a leader and as part of a team
- Experience in developing alumni programs and involvement
- Proven ability to ask for funds either individually or in group settings and verbally as well as in written form

WILMINGTON CHRISTIAN SCHOOL

Duties & Responsibilities:

Donor Management and Cultivation:

- Exhibit and promote a comprehensive understanding of the Biblical concept of stewardship and generosity and the philanthropic priorities of the school, effectively matching the specific interests of donor prospects to needs of the school
- Develop donor cultivation and management strategy that creates, inspires, and maintains donor interest, loyalty, enthusiasm, and engagement in support of the Wilmington Christian School mission, vision, and strategic priorities
- Identify, cultivate, solicit and close major and planned gift prospects focusing primarily at the $5,000 level and above, and with a primary focus on individuals in support of Wilmington Christian School's mission, vision, and strategic priorities
- Regularly communicates with current and prospective donors, ensures donors are up to date with Wilmington Christian School activities and events. Build and maintain ongoing positive relationships with giving prospects.
- Supervise donor and gift record-keeping by establishing, maintaining, and overseeing a donor database to track donor relationships and giving that includes, but is not limited to, donor information, demographics, and interest, donor contributions and pledges, campaign and fund support, etc.
- Manages acknowledgement of all gifts from donors, such as gifts of cash, appreciated assets, in-kind gifts, etc., ensuring that donors receive appropriate acknowledgment, receipts, and recognition, including year-end tax receipts
- Manage donation and campaign pledges, including pledge reminders and acknowledgements.
- Attend school-wide events as appropriate in order to meet with donors and potential donors
- The Advancement Officer should maintain regular contact with 80-100 of the school's top donors.

Annual and Capital Fund-Raising:

- Design, implement, and manage direct fundraising activities including annual giving, capital campaigns, special projects, and other ancillary group school-related solicitations
- Direct the Annual Fund campaign, including direct donor solicitation, strategic correspondence and mailings, etc..
- Meet Annual Fund development goals and metrics as developed by the Head of School. These goals include a specified number of weekly meetings with qualified donor prospects and a set number of formal solicitations, as well as dollars-raised and donor participation goals.
- Develop, write, and edit formal proposals for the Annual Fund and other major, planned, campaign solicitations in association with the Head of School and others members of the Wilmington Christian School Leadership Team.
- Develop and implement a Planned Giving program, including identifying, cultivating, soliciting, and closing planned gifts to Wilmington Christian School, and utilizing planned giving seminars sponsored by Wilmington Christian School as an educational tool for this process.
- Maintains contact with and develops grant proposals for foundations, corporations and government funding sources.
- Identify, cultivate, solicit and close donations to the school
- Oversees all special fundraising events.

- Provides feedback on annual fundraising goals to the HOS (interim or permanent) & Finance Committee
- Be responsible for the annual operating budget of the Advancement Office and regularly report progress to the Head of School and Business Office.
- Present proposals to the Board for approval regarding annual fund targets and sources, fundraising opportunities, business partnerships, and rental opportunities.
- Provide regular updates to the Head of School and Board on approved campaigns, business partnerships, and rental initiatives, including measurable KPIs, supporting data, and recommended next steps.

Alumni and Community Engagement:

- Represent, in support of the Head of School, Wilmington Christian School in the community.
- Develop and implement strategies to connect, inform, and involve alumni in annual Wilmington Christian School activities.
- Provide opportunity for Alumni to support Wilmington Christian School through the sharing of their experience, networks, and financial resources.
- Plan, promote, and implement programs to build strong relationships with churches, corporations, and foundations in the community.

Federal Tax Credit Scholarship Program (Pending):

- Promote and communicate the Federal Tax Credit Scholarship Programs
- Solicit and guide potential participants through the tax credit process
- Track annual tax credit scholarship participation
- Communicate on behalf of Wilmington Christian School with scholarship organizations
- Assist the Wilmington Christian School Business Office in request and allocation of scholarship funds.

Outcomes:

- Donor List: Provide the Executive Committee of the Board and the Interim Head of School (interim or permanent) a list of WCS donors including name, total amounts given over the previous three years, and focus of giving.
- Annual Fund: Develop and present an Annual Fund Strategy with the goal of raising $600K in Annual Fund giving.
- Donor Cultivation Strategy: Lead a meeting with the Interim Head of School and selected members of the Board to review development and donor cultivation strategy for FY26-27 with the goal of enhancing relationships with donors, corporations, foundations and friends of the school for the purpose of cultivating ongoing and new gifts
- Advancement Office Formation: Recruit, hire, retain and develop competent and professional volunteers and staff (when budget allows) that supports excellence in carrying out the duties of the Advancement Office.
- Fundraising Calendar: Develop calendar of all WCS fundraising events and initiatives.
- Tax Credit Promotion: Develop and implement a Federal Tax Credit Scholarship Program

WILMINGTON
CHRISTIAN SCHOOL

- Multi-Year Development Plan: Create one, three and five year plans, aligned with the school's strategic plan and board priorities, in order to achieve desired development/fundraising outcomes each year
- Increase Fundraising: Increase gifts and donations for established fundraising efforts, such as, the Gala, Giving Tuesday, etc..
- Alumni Relationships: Enhance relationships with school alumni and increase alumni giving and participation at alumni events

Reports To: Wilmington Christian School Head of School

Status: Full-time, Starting Salary $65,000