

THE UNIVERSITY OF RHODE ISLAND **FOUNDATION**

ASSISTANT DIRECTOR OF ANNUAL GIVING THE URI FOUNDATION

OVERVIEW:

The URI Foundation seeks an Assistant Director of Annual Giving to lead, plan, and execute fundraising initiatives for the Office of Annual Giving. The Assistant Director will work closely with the Director of Annual Giving and other URIF staff to assist in the creation of annual fundraising goals for the student phonathon program, crowdfunding and in the development and implementation of specific plans to achieve those goals, including support with direct mail, electronic solicitations, social media and other fundraising programs. This key development position will report directly to the Director of Annual Giving.

RESPONSIBILITIES:

- Oversee the Student Phonathon program. Supervise, hire, train, motivate, and evaluate paid student callers and student supervisors. Collaborate with members of the University on special initiatives that target restricted support to colleges and/or affinity groups through the student calling program.
- Manage and maintain the annual phonathon calling calendar/schedule/scripts, strategically identifying calling segments likely to produce the greatest fundraising results and compliment other URIF solicitation efforts.
- Understand program costs, and manage a budget for program expenses, ensuring that program expenses are appropriate for income generated. Generate daily, weekly and monthly reports to monitor and report program performance. Maintain an understanding of best practices in University student calling programs and recommend program changes as needed.
- Coordinate content and process for automated, segmented email response system utilized specifically by the phonathon program to steward calling program donors and to encourage pledge fulfillment and retention.
- Develop and administer a robust crowdfunding platform at URI. Manage crowdfunding calendar used to highlight various campus initiatives and support the development and implementation of crowdfunding processes and policies, and methods to communicate that across campus. Work with internal and external partners to manage the execution of crowdfunding platform content and develop metrics to track progress and efficiency.
- Support the implementation of a strong data-driven solicitation program and the review and evaluation of multi-channel efforts to include mail and email appeals. Assess market segmentation efforts to continually improve response and conversion rates, monitor

participation, average gift size, donor retention, acquisition and related ROI metrics to enhance program impact, and assist with the development and interpretation of annual giving program data reports.

- Coordinate with communications and donor relations offices to identify opportunities to enhance phonathon and more general annual fund stewardship and to promote the impact of the URI annual fund.
- Build a stronger Matching Gift Program with the expectation of increasing awareness and participation through the student phonathon program and other engagement opportunities.
- Represent the URI Foundation at advancement and University events.
- Perform other duties as assigned by the Director of Annual Giving.

QUALIFICATIONS:

The ability to demonstrate leadership, take initiative, problem-solve, act independently and as a member of a team, successfully collaborate, handle multiple tasks simultaneously, and prioritize. Also should demonstrate strategic thinking, good judgment, maturity, personal integrity, strong interpersonal skills, accuracy, and attention to detail. Excellent communication skills required, with the ability to present information concisely and effectively, both verbally and in writing. Some travel, as well as evening/weekend work, is required.

EDUCATION/EXPERIENCE:

Bachelor's degree; minimum of three years of experience in educational or non-profit fundraising (annual giving preferred); familiarity with direct mail, telemarketing and major gift solicitations; demonstrated ability to write materials for development and/or promotional activities; experience with programs such as reunion giving, senior class gift programs, and other related annual giving programs; strong interpersonal, communication, and writing skills; and to handle a multitude of tasks simultaneously; interpret institutional policies, plans, objectives, rules and regulations and communicate the interpretation to subordinates and others; competence in preparing and presenting detailed studies and reports, including recommendations concerning the substance of the studies and reports; ability to prepare and deliver verbal presentations before diverse groups of people; working knowledge of computers, database management, and Microsoft Office applications including Outlook, Word, and Excel.

APPLICATIONS:

Forward letter of interest, resume, salary requirements, and references to:

URI Foundation

Attn: Gerri Beagle, HR Manager

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