

## **Director of Mission Advancement: Position Description**

### **I. Area of Responsibility**

The Director of Mission Advancement is responsible for the planning, implementing, strengthening, supervising and managing of activities and projects aimed at building greater public awareness, understanding, and increased philanthropic support for the parish's various constituencies. The Director of Mission Advancement will have responsibility for implementing the programs of annual, major, and planned giving, constituent relations, and advancement services. This position will report to the parish pastor.

### **II. Major Duties – General**

- A. Provides leadership to the advancement program including: major and planned giving; annual giving including annual parish stewardship efforts; special events; donor relations, corporate and foundation relations; school-based alumni programs; advancement services; and advancement communications.
- B. Supervises the advancement staff.
- C. Assists in long and short-range parish and parish school strategic planning and implements fundraising campaigns in support of such plans as required.
- D. Recruits and directs the enlistment of volunteer members for support groups, councils, and committees necessary for the success of advancement projects.
- E. Assists the pastor and principal of the parish school in identifying, recruiting and developing new members for the School Advisory Council and works collaboratively with the Parish Council to insure parish-wide fundraising leadership.
- F. Prepares and administers budget for all advancement activities.
- G. Accepts special projects and other duties as assigned.

### **III. Major Duties – Fund-Raising**

- A. With the assistance of the annual giving coordinator, provides direction for an organized annual program of gifts from parishioners, school parents and grandparents, friends, alumni, corporations and foundations for current the budget/operating needs and special annual projects.
- B. Promotes special gifts and writes grants for capital projects, as needed and determined by the parish pastor and/or school administrators.
- C. Plans, organizes and directs fund-raising campaigns for new buildings, equipment, remodeling, other major capital needs and endowment as established in the strategic plan. Currently, the parish and school are engaged in the Public Phase of the "For Every Child" campaign which includes multiple priorities and goals.
- D. Develops the continuing and ongoing effort to encourage gifts to the parish and school through bequests, trusts, life insurance, real estate and other types of deferred giving.
- E. Works with the parish pastor in the establishment and evaluation of short and long-range goals for the advancement program.
- F. Establishes procedures for identifying, researching and cultivating prospective major donors to the parish and/or school, including parishioners, current and former parents, grandparents, friends, corporations, foundations and others. Carries out research to identify major gift prospects.
- G. As part of the Prospect Management System, ensures that each major gift prospect has a defined engagement strategy and involves appropriate partners –the pastor, principal, other school administrators, other key parish and school volunteers– in the cultivation, solicitation, and stewardship of major gift donors.

- H. Works with each Prospect Manager to chart plans and a timetable for each major gift prospect to include cultivation, involvement and solicitation.
- I. Manages the advancement office, including all records, pledge files, prospect files, gift accounting, mailing list, related clerical procedures and oversees database management.
- J. Prepares regular reports for the pastor and/or school administrators regarding gift receipts and other advancement events and activities.
- K. Insures a continuing program of donor acknowledgement, appreciation and recognition.
- L. Directs the communications program including publications and public relations, as it relates to enhancing the culture of giving with the parish and school communities.

IV. Relationships

- A. Reports to and is accountable directly to the parish pastor.
- B. Works closely with the pastor, school principal, other key administrators and volunteers.
- C. Maintains a close working relationship with related bodies whose functions have a bearing on the parish's and/or school's advancement efforts.
- D. Supervises and directs the work of the school's annual giving coordinator.