



## Director of the Annual Fund

### Position Overview

The Director of the Annual Fund (“Director”) provides overall strategy, leadership, and direction for the Virginia Athletics Foundation’s (“Foundation”) annual giving program. The Director oversees the comprehensive strategy and implementation of all annual fund activities, including special interest groups such as Friends Of, Cavaliers for Life, and others as identified. The Director manages all aspects of the annual fund including identification, cultivation, and solicitation while maintaining a portfolio of 100 leadership annual giving and major gift prospects. The Director will also oversee fundraising responsibilities for a limited number of Olympic sport programs.

The Director should demonstrate a strategic approach to fundraising, have at least five years of fundraising experience, and be able to demonstrate a successful track record of soliciting and acquiring annual, major, and planned gifts.

The Director takes direction from the Executive Director and works in close partnership with the Chief Operating Officer and the entire fundraising team and supporting areas. Providing leadership for an annual giving team, the Director will engage, manage, and develop collaboration among a staff of assistant directors. The Director will also work closely with the Foundation’s stewardship coordinator to appropriately acknowledge annual fund donors

The Director will serve as the main liaison between the Virginia Athletics Ticket office and the Foundation, overseeing priority seating communications, benefit fulfillment processes, and priority seating/parking strategy.

The Director will have responsibility for managing the Foundation’s Membership and Development Committee of the Board of Trustees.

### Position Requirements

- Leads and manages the annual giving team to include assistant directors



- Develops the annual fund plan with specific goals and performance metrics
- Develops and implements successful strategies for the cultivation and solicitation of donors and prospects at all annual giving levels
- Maintain a portfolio of 100 leadership annual and major gift prospects
- Serve as the lead fundraiser for a limited number of Olympic sport programs
- Develops and cultivates new prospective donor relationships and strives to expand the Foundation's annual fund donor base
- Coordinates appropriate fundraising materials including letters, collateral materials, and the yearly annual fund brochure
- Provides leadership to the Friends Of, Cavaliers for Life program and other special interest groups as identified to deepen the Foundation's relationship with donors and prospects
- Oversees member benefits, including priority seating communications, membership benefit fulfillment, and priority seating strategy

### **Qualifications**

- Strong grasp of college athletics fundraising
- Bachelor's degree (Master's preferred)
- At least five years of direct fundraising experience, with a demonstrated track record of acquiring major and planned gifts
- At least two years of demonstrated success in staff leadership, with demonstrated ability to lead and motivate colleagues, staff, and volunteers
- Strong communication skills
- Ability to think and plan strategically and creatively
- Highly organized and strong work ethic
- Willingness to engage in advancement work at all levels driven by a passion for Virginia Athletics
- Experience using Paciolan and Advance software and experience with EverTrue software is helpful



### **About the Virginia Athletics Foundation**

The Virginia Athletics Foundation (VAF) is a comprehensive 501(c) 3 fundraising organization that raises funds to support the University of Virginia athletics program. Over the past five years, the VAF has averaged over \$35 million in total gifts—including annual giving, facility improvement, endowments, and special use gifts.

A strong annual giving program (\$20 million goal for 2022) has been vital to the overall success of Virginia Athletics and the Foundation. The annual giving program includes gifts ranging from \$1-\$150,000 from over 9,500 donors. The annual fund is the primary source for scholarship funding and also provides a portion of the operational budget support for the Olympic sports. Donors can give to the unrestricted general fund or make sport-specific annual gifts designated as Friends Of gifts.

The VAF also helps fund new and renovated facilities, other operational needs for the Athletics Department, endowments, and our Cavalier Academic Achievement Fund (created in response to the Alston case). These efforts are in addition to the ongoing annual fund fundraising.

The Foundation is one of 26 related foundations at the University of Virginia with an active Board of Trustees and a staff of 22. The University of Virginia will publicly launch the \$5 billion Honor the Future, the Campaign for the University of Virginia, in the fall of 2019. The Foundation's campaign goal is \$500 million, which includes annual giving, facility giving, and endowment gifts.