

ARCHDIOCESE OF WASHINGTON



# DIRECTOR CARDINAL'S ANNUAL CAMPAIGN

March 9, 2018

CATHOLIC RECRUITER ASSOCIATES

EXECUTIVE SEARCH • MANAGEMENT CONSULTING



## CLIENT BACKGROUND

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The mission of the Catholic Archdiocese of Washington (<http://adw.org/>) is to spread the light of the Gospel of Jesus Christ to the world. In the faithful pursuit of this mission, the archdiocese is seeking a Director for the Cardinal's Appeal. Cardinal Donald Wuerl ([Cardinal's Bio](#)) has led the Archdiocese of Washington since 2005.

## POSITION DESCRIPTION

**The Cardinal's Appeal is an annual fundraising program of the Archdiocese of Washington that provides significant funds for the Church's mission throughout the year.**

The Director of the Cardinal's Appeal is responsible for coordinating the Appeal's logistics and guiding and encouraging parish teams to conduct the annual Appeal. This position includes responsibility for coordination with pastors and parish teams; the Appeal's archdiocesan direct mail, phone and major gift solicitation; and the Appeal's data management and stewardship of donors. Further, the Director of the Cardinal's Appeal coordinates with internal and external partners to ensure all aspects of the Appeal are well synchronized and effectively executed.

**Reports to:** *Executive Director of Development*

# Duties & Responsibilities

- Meets with Pastors and parish leaders at annual meetings to prepare for the annual appeal.
- Provides pastors and parish teams with resources and guidelines on essential tasks they must implement to achieve the parish's annual Cardinal's Appeal goal.
- In conjunction with the archdiocese Communication Secretariat, designs and submits campaign collateral material for approval ensuring effective Appeal branding and messaging for print, web content and social media.
- Manages the parish interface, direct mail, phone solicitation and online contributions.
- Manages Cardinal Appeal staff, and works closely with the Development Services team and Office of Development's director-level team members.
- Oversees the entire campaign and donor engagement process from data management, record synchronization and training with parish teams to communications, vendor services (mailings, fulfillment, gift processing, and phonathons), donor cultivation, recognition, and stewardship.
- Oversees tracking, analysis and reporting progress on a regular basis.
- Follows up after the Appeal contacting donors regarding declined and expired credit cards.
- Follows up on returned mail and researches correct mailing addresses for donors.
- Works with Pastors throughout the year on the Appeal's follow up issues.
- Provides strategic guidance and effective planning to acquire new donors, enhance retention and recapture lapsed donors.
- Spends time cultivating the donors and being a steward for donor relations, requiring travel regionally when necessary.

# Knowledge, Skills & Abilities

- Experience running annual appeal campaigns and success in fundraising from multiple donor channels.
- Experience and success in managing direct mail, digital and telemarketing campaigns.
- Ability to think strategically in all phases of the Appeal, from planning to execution so that the Appeal can improve over time and keep pace with changes in donors and the local environment.
- Ability to collaborate with other archdiocesan staff, pastors and parish teams to help align donor interest with the mission of the archdiocese.
- Excellent written and oral communication skills.
- Effective team player with strong interpersonal, communication and customer service skills.
- Ability to handle multiple tasks under time sensitive deadlines.
- Ability to handle confidential and sensitive information.
- Proficiency in the suite of Microsoft Office tools, including Excel, Word, Outlook, and PowerPoint.
- Knowledge and proficiency in the Amergent Portfolio relational database or a comparable donor management system.

# Requirements

## Education



Bachelor's Degree in Fundraising, Nonprofit Management, Marketing, Business, Public Relations or related field.

## Experience



- 8+ years of successful performance directing a comprehensive annual fund.
- 4+ years managing development staff and volunteers.
- Demonstrated performance in managing multi-channel campaigns and initiatives.
- Demonstrated success in prospect (moves) management system implementation.

## Other



Practicing Catholic who supports the teachings of the church and who is dedicated to promoting the Church's fundraising priorities. Must be willing to work nights and weekends when necessary. Spanish language skills and the Certified Fundraising Executive (CFRE) credential a plus.

## Deadline for Application



April 30, 2018

**To apply for this position, please email resume to:**

Paul Rohrmann, SVP  
Catholic Recruiter Associates  
[Paul@CatholicRecruiter.com](mailto:Paul@CatholicRecruiter.com)

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