

Director of Annual Appeal Programs - Position at Catholic Diocese of Arlington

POSITION SUMMARY:

The Office of Development assists parishes and the diocese with programs that encourage financial stewardship from parishioners to meet operational and capital needs. The Office also helps to design and implement a comprehensive diocesan development program that encourages financial giving by parishioners and provides financial resources for the ministries, programs and services of the diocese and parishes.

Reporting to the Development Office Executive Director, the Director of Annual Appeal Programs oversees the development, organization, and implementation of the annual appeal and other giving programs at the diocesan, parish and school levels.

PRINCIPLE DUTIES:

- Plays a leading role in managing the programs and staff in the **Office of Development**
 - Manages the staff and process for all gifts and pledges received in the iMIS database and ensures the BLA and other charitable gifts (and pledges are correctly processed).
 - Serves as the management representative with the bank that manages the 3 lockboxes associated with the Diocese for various appeals.
 - Manages the oversight of stock and mutual fund gifts that are received through the Office of Development for the diocese, parishes, schools, and Diocese of Arlington Scholarship Foundation, and serves as the management representative to the outside financial services company.
- Leads the implementation of the annual **Bishop's Lenten Appeal:**
 - Assists in selecting the Appeal's unifying theme and imagery.
 - Helps strategize each year to determine the appropriate balance for the various methods of donating: direct mail, online, in-pew process and personal solicitation;
 - Develops theme design (with outside graphic artist), production and distribution of all thematic appeal collateral material, including copywriting of brochures, solicitations, gift acknowledgements, donor recognition pieces, web pages, emails and flyers;
 - Coordinates special donor events, meetings and training sessions, including obtaining bids, selecting vendors and attending the events;
 - Works in collaboration with the staff of the Office of Communications to ensure BLA presence on social media platforms and to create videos for the BLA
 - Serves as liaison between the Office of Development and parishes to ensure adherence to processes recommended by the office; and
 - Oversees maintenance of a large volume of highly confidential donor records.
- Coordinates the **Parish Offertory Program**—a comprehensive program designed to increase total diocesan offertory—by consulting with individual parish leadership and annually updating program material.
- Manages the development efforts of the **Diocese of Arlington Scholarship Foundation (DASF.);** provides advice and counsel to diocesan-level and local-level efforts to encourage maximum support of the Diocese of Arlington Scholarship Foundation.
 - Works directly with DASF donors to communicate program requirements and help facilitate donations.
 - Ensures VA DOE required donation procedures are followed and that donors receive VA tax credit certificate
 - Serves as the management representative with donors and staff from the Commonwealth of Virginia Dept. of Education in processing gifts through VA DOE portal. Creates annual DASF appeal mailing including appeal letter and flyer as well as the DASF Annual Report, published in the *Arlington Catholic Herald*.
- Provides support to the Executive Director of the Office by managing special projects or appeals as needed. May make administrative decisions for staff or office in the absence of the Executive Director.

QUALIFICATIONS:

- Knowledge/Skills: Demonstrated project facilitation, presentation, and copywriting skills. Able to create basic documents, spreadsheets, presentations and emails using MS Word, Excel, PowerPoint and MS Outlook; to apply critical thinking to solve problems in an everyday work setting; to be an active listener; to articulate ideas clearly, concisely and professionally both orally and in writing; to work collaboratively, foster teamwork and address conflict as it arises; to develop, manage and evaluate programs, to align individual program goals with strategic goals and objectives and to formulate recommendations to improve program delivery and management; to work and complete follow up activities independently; to solicit personal feedback and make changes when needed.
- Thorough knowledge of the principles and practices of fundraising along with a thorough knowledge of fundraising software. Ability to organize, create and implement fundraising efforts using strategic marketing techniques. Strong interpersonal relations skills to interact with diocesan officials, pastors and parishioners. Bilingual in Spanish is a plus.
- In-depth knowledge of church organizational and operational procedures required.
- Education Required: Bachelor's degree in communications, finance and/or marketing or an equivalent combination of education and experience.
- Licenses/Certifications: Valid driver's license must be maintained at all times.
- Years and Types of Experience: Five to eight years' professional development and fundraising experience in a faith-based non-profit organization, or an equivalent combination of education and experience.

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