

St. Anne School Development/ Fundraising Director

Job Description

St. Anne School

Reports to: Mary Sherman, Principal

Position Purpose

The purpose of this position is to provide leadership and establish continuity for all fundraising and development activities for St. Anne School. This is a full-time position.

Major Duties and Responsibilities

Works with Parents' Association Board and school administration to recruit chairs/volunteers for all fundraising and cultivation events. Coordinates and implements the Annual Fund program and Alumni/Parishioner outreach for the school.

Ensures there is adequate publicity for all events and works with the Parent Association to communicate via the school packet, website, Facebook and email correspondence. Oversees all fundraising events and campaigns with special emphasis on the auction, annual fund and move-a-thon.

Annual Fund

The Annual Fund is comprised of contributions received from parents, parishioners, alumni and friends that are placed in our endowment as well as the school's operating budget.

Annual Fund highlights include:

- Ensure all aspects of the Annual Fund are fulfilled
- \$100,000+ goal each year
- Design campaign that is targeted towards the parents, parishioners and alumni
- Track all pledges and donations in DonorPerfect
- Responsible for correspondence and solicitation
- Follow-up on past due pledges
- Design and publish the Annual Report
- Send Christmas card to major donors
- Communicating website updates to Vice Principal, reporting and updates on IATS (online) payments

Auction

The auction is a two-night event and is held the first weekend in May. The auction has approximately 700+ guests over the course of the weekend. There is a live and silent auction(s) each night along with other fundraising elements. Work with a committee of 40+ teams along with all parents, in that they are required to dedicate auction service hours.

Auction highlights include:

- Auction fundraising goal of \$330,000 (net of \$175,000 plus approx. \$50,000-\$75,00 in Fund-a-Need)
- Auction kick-off and orientation, committee meetings, recaps
- Recruit chairs for the various committees
- Organize and implement all aspects of the auction with an emphasis on volunteer involvement
- Willingness to be trained in Auction Tracker, Auction Maestro Software and Maestro Web
- Oversee and monitor timeliness and effectiveness of all auction and fundraising committees
- Oversee the procurement campaign (business and parent)
- Develop a timeline for meetings and deadlines
- Work with individual chairs to determine cost effectiveness for procurement forms, invitations, catalog, silent auction sheets, thank you notes and other budgetary needs
- Secure vendors for the auction. Coordinate their needs via the chairs heading up their area such as auctioneer, AV, printers, caterer, rentals, graphic design, etc.
- Evaluate effectiveness of auctioneer and make recommendations
- Communicate updates to auction website and school website to web master
- Set budget, income and expense goals. Monitor throughout the planning phase and reconcile at end of school year
- Coordinate sponsorship benefits

Move-a-thon

The move-a-thon is a one-day event that kicks off the second week of September. The actual event is typically held the first Friday of October.

Move-a-thon highlights include:

- Move-a-thon fundraising goal of \$30,000
- Coordinate kick-off announcement and activities at Prayer Assemblies (4)
- Design collateral/T-shirts/signage in conjunction with graphic designer (parent volunteer)
- Design and maintain move-a-thon website information and online donations
- Recruit parent volunteers
- Secure sponsors and coordinate sponsorship benefits
- Communicate move-a-thon details to parents via, letter, emails, website and facebook.
- Create spread sheets to track income, expenses, t-shirt orders and sponsors
- Create show flow and planning timeline
- Follow up thank you letters and flyer for weekly packet

Other responsibilities:

- Thanks a Latte (Catholic Schools' Week coffee cart)
- Prepare and implement a yearly Prayer Assembly
- Work with Librarian to manages and update Millie Hokanson Library Fund
- Work with principal to identify Distinguished Graduate each year
- Logo Wear campaign
- Grandparents/Special Friends Day
- Spring Major Donor/Volunteer Garden Party
- Back to school night coordination of volunteer tables
- Design and publish 2-3 Newsletters each year
- Responsible for outreach to St. Anne School Alumni to support class reunions with information, class lists and pictures from archives
- Participate in Open House/Catholic Schools Week planning
- Attend weekly staff meetings
- Attend Parent Association meetings
- Monitor and promote ecommerce partners (website)
- Monitor and update Development bulletin board

Software:

Donor Perfect, InDesign, Microsoft Office, Google Docs, Auction Maestro, Maestro Web, Auction Tracker