



## About SEED

As the first public, college-preparatory boarding schools in the U.S., SEED's mission and approach to education are unique. SEED schools are tuition-free and, by design, serve traditionally underserved students. Our schools and graduates are supported by [The SEED Foundation](#). The SEED Foundation provides programmatic and operating support to SEED schools in Washington, D.C., Baltimore, and Miami. The SEED Foundation's [College Transition & Success](#) (CTS) team provides intensive, individualized support to each SEED graduate from their junior year of high school through their college graduation. The success of the SEED model has been showcased in [media outlets and publications](#) such as *60 Minutes*, *The New York Times*, *The Washington Post*, and in the documentary film *Waiting for "Superman."* President Barack Obama has hailed SEED as "a true success story." For more information, please visit [www.seedfoundation.com](http://www.seedfoundation.com).

## Position Overview

The SEED Foundation seeks an experienced Director of Development Operations and Annual Giving to drive annual/high-dollar giving and operations. The Director works with the Chief Development Officer and the Director of Marketing and Communications in making decisions about strategies, solicitation methods, segmentation, and timing, as well as developing themes, objectives, and goals within a small, but dynamic and fast paced fundraising environment. The SEED Foundation is making conscious efforts to strengthen its culture of philanthropy, starting with increasing the number of donors and thereby increasing the donor pipeline. The Director will lead these efforts and provide strategic leadership, technical expertise, and forward-thinking direction for the Development Department on the actionable use of the fundraising database and other technologies through data analysis, best practices, and training to achieve departmental and organizational goals. The position contributes to strategy and management of prospective donors, and sees that essential services—including donor stewardship, gift processing, prospect research, and donor database management—are fulfilled. This position reports to the Chief Development Officer.

## Essential Duties and Responsibilities

### ***Annual Fund and High-dollar Giving***

- Creates and manages a comprehensive fundraising plan and appeal schedule for the Annual Fund and high-dollar gifts (\$5,000-\$10,000), including setting dollar, participation, and qualitative goals for the annual giving program. The Director will create and implement strategies to achieve Annual Fund goals through a multidimensional appeal schedule that utilizes a variety of mediums (e.g., electronic solicitation, direct mail appeals, face-to-face solicitations)
- Provides the direction and leads the execution of the Annual Giving strategy—donor segmenting, targeted appeals, tracking—for direct mail fundraising campaigns and attends pipeline meetings to respond to data requests and assist with donor cultivation
- Plans and implements targeted direct mail, email, text and other appeals to secure new donors and renew existing donors; coordinate production of collateral materials for appeals with Communications and Marketing team

## Director of Development Operations and Annual Giving

- Conducts face-to-face meetings to steward and solicit donors (candidates without experience in face-to-face meetings will receive training and support to build this skill)

### ***Donor Stewardship and Cultivation***

- Works closely with other members of the Development team to develop key metrics and designs effective processes and meaningful reports that identify current donor trends and measure team performance to inform future actions
- Supervises the fulfillment of staff requests for data, lists, and reports from The Raiser's Edge by the Development Coordinator. Monitors accuracy and timeliness of responses and assists in providing the data in a helpful and efficient way
- Creates and supervises day-to-day systems for data entry, donor acknowledgment and stewardship
- Oversees systems for prospecting, research, and pipeline development
- Creates, runs, and analyzes routine and custom reporting to track fundraising progress and identify opportunities for growth in all areas (individuals, foundations, corporations, and special events)
- Identifies potential new donors from internal and external sources
- Assists Chief Development Officer with regular analysis and reporting on individual giving and strategizes and executes methods to increase giving from individual donors
- Creates and manages a data-driven system to assist the Chief Development Officer with donor cultivation, solicitation, and stewardship efforts
- Participates in donor cultivation and stewardship at performances, concerts and events as required

### ***Database Management***

- Serves as administrator for the donor database (The Raiser's Edge) and manages all data and report requests
- Provides general support and training to SEED staff across the network regarding development operations policies and procedures, use of donor database, requesting or producing data and reports, helping maintain accuracy of data, and prospect research
- Develops, recommends, implements and updates policies for development practices as needed, including interfacing of the donor database with other CRM, communications, and data tools or programs
- Ensures data integrity and security of information housed in Raiser's Edge database and works to protect all confidential information
- Create and maintain accurate coding for all actions, appeals, attributes, gifts, prospect tracking and activities across all SEED schools and the Foundation
- Provides technical expertise and troubleshooting support, both internally and externally, for issues related to transaction processing, data integration, and data analysis

### ***Miscellaneous***

- Oversees the budget and expenses for all projects above.
- Other duties as required and deemed necessary.

### **Essential Experience, Skills, and Competencies**

- Bachelor's degree with at least 5 years' experience in fundraising and development
- Expert knowledge of The Raiser's Edge

## Director of Development Operations and Annual Giving

- Demonstrated success setting and achieving annual giving goals; knowledge of segmentation, development writing, solicitation material design and database management
- Proficiency with direct mail, telemarketing, email/web and publication implementation
- Excellent oral and written communication skills demonstrated by clear, concise, and persuasive writing
- Experience in the proper methods for identifying, qualifying, soliciting and stewarding individual prospects
- Proven ability to organize and manage multiple projects and tasks simultaneously, to work collaboratively, and to adapt quickly to changing priorities
- Strong database management and records maintenance skills to serve as database administrator for an entire network
- Strong managerial and leadership experience
- Strong organizational skills and broad understanding of all functions of a development office
- Keen knowledge of fund development practices and procedures
- Possesses high competency in research tools and methodology; strong analytical skills and technical proficiency with annual giving segmentation and reporting, MS Office and computer application in fundraising
- Self-motivated, detail-oriented, able to meet tight deadlines, and work independently and collaboratively
- Proficiency with MS Word, Outlook, and Excel

### **A SEED Employee:**

- Is committed to The SEED Foundation mission and its beliefs
- Thinks strategically in aligning one's own work streams to the larger organizational mission
- Possesses exceptional interpersonal skills, with creative and positive energy for working with youth
- Behaves professionally in a fast-paced environment and with a variety of constituents
- Works independently as well as collaboratively with a team while managing multiple tasks

SEED offers a competitive salary along with an excellent benefits package that includes four weeks' vacation, eleven holidays, eight sick days, health and dental insurance, FSA reimbursement accounts (health care, dependent care, and transit/parking), life insurance, short-term and long-term disability, and 403(b) plan.

### **To apply for the Director of Operations and Annual Giving position at The SEED Foundation:**

Please forward your resume and cover letter, *including salary expectations*, to [jobs@seedfoundation.com](mailto:jobs@seedfoundation.com) with "**SEED Foundation – Director of Operations and Annual Giving position**" in the subject line. *Applicants will not be considered without both a resume and cover letter.*

The SEED Foundation is committed to the letter and spirit of equality. It does not discriminate on the basis of race, color, religion, gender, sexual orientation or national and ethnic origin in hiring and employment, nor in the administration of its educational policies, admissions policies, scholarship and other programs.