

PURPOSE

The Annual Giving Coordinator is responsible for developing and implementing the Kappa Kappa Gamma Foundation's senior class giving campaign and chapter philanthropic program as well as managing and reaching revenue and donor goals for young alumna giving. The Annual Giving Coordinator will apply the newest digital communication trends to create exciting new fundraising initiatives to capture the interest of the Fraternity's young alumnae and student base. This position will report to and work closely with the Director of Annual Giving to plan and execute a comprehensive annual giving program to successfully engage constituents as donors.

PRINCIPAL DUTIES AND RESPONSIBILITIES

- Collaborate with the Director of Annual Giving and other colleagues to develop marketing materials, funding opportunities, and recognition efforts designed to increase giving by alumnae, parents, and non-member constituents.
- Develop and cultivate the growth of a senior class giving campaign through marketing, digital, and personal solicitation, focusing on consecutive and recurring giving.
- Create and implement a robust chapter philanthropic program. Focus will be to educate collegiate members about the importance of philanthropy and giving back to Kappa Kappa Gamma, especially during digital giving campaigns (e.g., Founders Day Giving Challenge, Giving Tuesday, and senior giving).
- Execute a minimum of five significant contacts per month and maintain a portfolio of approximately 50 prospects. Solicit new alumnae for gifts and pledges in support of the Annual Loyalty Fund in the range of \$100 to \$500.
- Assist with executing the Founders Day Giving Challenge and Giving Tuesday campaign.
- Partner with the Marketing and Communications Department to prepare website and social media campaigns during peak fundraising initiatives.
- Develop activities in tandem with the Alumnae Experience Department that serve to keep young alumnae engaged with Kappa Kappa Gamma, thus making them more likely to support the organization financially.
- Other duties as assigned.

QUALIFICATIONS AND EXPERIENCE

- Bachelor's degree is required and one to three years of successful fundraising experience is preferred.
- Experience working with volunteers.
- Willingness to travel.
- Ability to organize and manage multiple assignments and deadlines.
- Strong organizational skills.
- Excellent verbal and written communication skills in order to communicate persuasively with key constituencies.
- Ability to work without close supervision and make proper independent decisions concurrent with Fraternity policies.
- Ability to exercise good judgment in the handling of sensitive and confidential information.

- Excellent data analysis and computer skills. Knowledge of computer programs; willingness to learn and be an efficient user of fundraising software.