



# COVENANT

CHRISTIAN ACADEMY

## Director of Development Job Description

### Purpose

To develop relationships and direct programs which will enhance and promote Covenant's growth and development. These events and programs will increase awareness, good will, and financial support from the Covenant community and the community at large.

### Accountability

Reports to the Head of School to gain accountability, direction and needs assessment.

### Qualifications

- Is an active member of an evangelical, Bible-believing church
- Consistent track record of Christian behavior and spiritual maturity
- Able to display a Christ-like attitude when implementing school policies and procedures, and when relating with faculty, staff, parents, students, and others
- Reputation of integrity and confidentiality
- Is poised, punctual and enthusiastic
- Is able to persuasively articulate the mission, objectives, and vision of the school
- Has strong "people skills" and is self-confident and tactful
- Excellent communication skills (written, oral and digital)
- Is highly organized and self-motivated
- Must be in agreement with Employee Statement of Faith, Mission, and Core Values

### Responsibilities

- Work with HOS to devise budget and organize school's development program
- Oversee fundraising events, providing direction to Event Coordinator on event messaging and program elements
- Establish and maintain ongoing professional relationships with gift prospects and benefactors
- Solicit and cultivate parents, grandparents and friends of the school for financial support
- Keep donors informed about Covenant's mission, needs, and gift opportunities
- Identify and cultivate individuals, corporations and foundations as potential donors



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- Work with Communications Director to enhance marketing and public relations of school
- Prepare and distribute reports and communications as required
- Enhances competence through study and participation in conferences, workshops and professional related organizations
- Seek endowments and develop endowments for the school
- Maintain and develop database for all donors, gifts, pledges, receipts, thank you notes, etc.
- Produce as needed case statements and solicitation letter

## General Duties

The Director of Development will be responsible for organizing and implementing fundraising campaigns and events as approved by the Head of School, pursuing corporate and private foundations, maintaining records and files relating to donations received by the school, and making periodic reports to the HOS.

- A. Major Fundraising Events:** Responsible for overseeing fundraising events and activities. Yearly goals for these events include improving the experience at each event; trimming expenses, increasing revenue, and building excitement about the school and its future.
1. Provide leadership to Event Coordinator and others assigned to help plan and implement major fund-raising events
  2. Assist in the determination of the goals, budget and schedule for each fundraising event. Keep accurate and thorough records of expenses, working within budget established for each event.
  3. Solicit donations and sponsorships for fund-raising events, ensure that donors understand what they get for sponsorships and work with Director of Communications to make sure advertisements are received and displayed
  4. Track all donations in donor database (Little Green Light) and ensure thank you notes are sent in timely fashion.
  5. Work with business office to produce tax letters

The current list of Major Fundraising and/or Development Events includes:

1. Evening of Gratitude Banquet
2. Hike Across the Valley
3. Read-a-Thon
4. Grandparents Day
5. Covenant Classic Golf Tournament



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**B. Development Breakfasts:** Responsible to plan and implement community outreach breakfast in winter (December) and spring (before senior thesis).

1. Work with HOS to identify target audience for development breakfasts
2. Manage guest list, invitations, and thank you for event guests
3. Work with Communications Director to prepare digital invitation that can be sent to community members and that thank you is sent afterward
4. Work with Event Coordinator to plan program for guests involving students, parents, and school leaders
5. Add new donors and relations to our Little Green Light database as appropriate

**C. Donor Relations**

1. **Cultivate EITC / SPE Donors:** Assist HOS in cultivating EITC Special Purpose Entity donations. Become knowledgeable about SPE program and identify and make appointments with potential donors. Develop brochure and fact sheet explaining SPE; provide content for website.
2. **Major Donors:** Assist HOS in identifying and cultivating relationships with major donors and with maintaining communication with them.
3. **EITC / OSTC:** Continue to get the word about the EITC / OSTC program to business owners, both within and without the school community. Develop brochure or fact sheet about EITC / OSTC and how it would benefit Covenant; provide content for website.
4. **Case Statement:** Assist HOS in developing case statement to assist in donor acquisition.
5. **Endowment:** Work with HOS to establish endowment and to seek major gifts and legacy gifts from donors.
6. **Online Giving:** Oversee online giving through the school website ensuring that gifts can be received anytime from any place. Ensure that donors are followed up with and thanked. Ensure website giving page is clear and up to date.