

# THE CATHOLIC UNIVERSITY OF AMERICA

**Associate Director of CUA Fund (full-time, 35 hours/week)**  
**University Advancement**  
**Position 101731**

**Position Summary:** Reporting to the Director of the CUA Fund, the Associate Director of the CUA Fund works independently and in collaboration with members of the Division of University Advancement to identify, cultivate and solicit leadership annual unrestricted gifts from current donors and prospects. They will communicate the values and mission of The Catholic University of America to alumni and friends through face-to-face meetings, phone calls and written correspondence. The successful candidate must be comfortable soliciting donors and friends of CUA for annual fund gifts of \$500 - \$10,000+. Significant travel is required as 75% of the time will be spent outside the office visiting with donors and prospects.

Additionally, they will lead and manage assigned reunion giving programs, which may include recent alumni up through the 50th reunion and beyond. Reunion program management includes developing and implementing an 18-month strategic fundraising plan for selected reunion programs, including the coordination and stewardship of volunteers as part of the reunion committees.

**Essential Responsibilities Include:** Build, grow, and manage a portfolio of leadership annual giving prospects. Develop prospect strategies, cultivate and solicit University donors and prospects resulting in the increase of CUA Fund gifts through personal solicitation visits, phone calls, and written communication. Leads all aspects of identification and solicitation of Catholic University's Reunion Campaign. Work with alumni relations team to recruit alumni to serve as Reunion committee volunteers-solicit their gifts, train them, provide strong support for their outreach efforts, and tracks progress against class goals. Conduct visits with leadership-level annual fund donors and alumni in reunion class years; with an annual goal of at least 125 face to face unique visits. Prepare proposals, solicitation letters and other development materials for annual fund prospects and donors. Coordinate on-going stewardship activities for Reunion Committee Volunteers and leadership annual fund donors with donor relations team, to further enhance the relationship between the donor and the University.

Communicate results of contacts to appropriate Advancement and University staff. Utilizes Millennium database to document call reports and other relevant information about donor and prospect moves management. Assist the Director of the CUA Fund to develop the solicitations strategies for reunion campaigns including e-appeals, direct mail, and phone-a-thon which help reconnect alumni with their alma mater and communicate the value of annual giving in order to increase participation and retention at all levels. Identify and implement innovative and creative fundraising techniques, both for the annual fund and development activities in general. Attend University events as needed and helps plan donor and volunteer recognition events.

**Minimum Qualifications:** A Bachelor's Degree with three (3) to five (5) years of fundraising, or related professional experience. Experience managing reunion campaigns and/or volunteer management experience strongly preferred. Donor-focused and able to work with minimal supervision. Creativity and initiative required. Proficiency in Microsoft Office, Including Word, Excel, PowerPoint and Outlook. Database management. Excellent verbal and written communication skills. Ability to handle deadline pressure and multi-task. Detailed-oriented, with the ability to prioritize and see projects to completion.

**How to apply:** forward resume, cover letter and salary requirements (**salary expectations are considered part of application process**): [CUARecruitment@cua.edu](mailto:CUARecruitment@cua.edu). Reference position 101731 in subject line of email. Please do not include photos on resumes and save documents with first/last names. Applications close on 8/26/16.

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