

VGH & UBC Hospital Foundation is Vancouver Coastal Health's primary philanthropic partner, raising funds for specialized adult health services and research for all British Columbians. We partner with donors to drive innovation and sustainable health care at VGH & UBC Hospital, GF Strong Rehab Centre, Vancouver Coastal Health Research Institute and Vancouver Community Health Services. Further information about the Foundation is available at [www.vghfoundation.ca](http://www.vghfoundation.ca).

## **Position Summary**

The Associate Director, Annual Giving, is responsible overseeing the Foundation's direct response program and tribute giving and for developing, implementing and evaluating a comprehensive plan for the mid-level giving program, the grateful patient program, the annual Angel Campaign and online giving.

Reporting to the Associate Vice President, Philanthropic Programs & Donor Engagement, this role manages various agency and supplier relationships; is accountable for the ongoing review, analysis, reporting and adaptation of programs; and tracks industry trends to make recommendations for changes or enhancements to Foundation's Annual Giving program plans and strategies.

Contact with donors, including personal visits, solicitation and stewardship, is a mandate of the Associate Director, Annual Giving role. Collaboration and communication with other fundraisers as well as the Marketing and Donor Relations teams is necessary to ensure a coordinated approach to program development and management.

## **Responsibilities**

### ***Functional Leadership***

- Develops and implements strategies to grow the mid-level donor program Partners In Care from individuals, corporate and foundation donors to increase the number of donors and the size of gifts.
- Develops and executes the grateful patient program.
- Develops, leads and executes the Angel Campaign in collaboration with other key stakeholders.
- Identifies and solicits sponsors for the Angel Campaign.
- Develops, leads and executes online giving initiatives.
- Oversees and monitors the direct response and tribute giving programs.
- Works with Donor Relations to plan and implement donor stewardship activities.
- Collaborates with Marketing in planning and execution of communications vehicles targeted at donors, sponsors and prospects.
- Responds to requests from donors for ongoing information about the Foundation.
- Reviews annual giving donors to identify prospects for major and planned giving.
- Liaises with the Major and Planned Giving teams to ensure effective stewardship of donors.

### ***Team and Program Leadership***

- Participates in organizational and work planning and budgeting.
- Develops goals and objectives, policies and procedures for assigned annual giving programs.
- Manages and coaches a team responsible for direct response, tribute giving and employee giving programs.
- Remains current on fundraising policies and development trends. Maintains up-to-date knowledge of current fundraising industry information, tax issues, and planned giving vehicles to ensure maximum opportunities presented for gift commitments.
- Participates in professional organizations and keeps abreast of current and state of the art trends in fundraising and related operations and assists in the implementation of emerging opportunities.

## **Reporting and Segmentation**

- Monitors and evaluates all annual giving programs and identifies and pursues opportunities for revenue growth.
- Develops annual targeting and segmentation and contact plans for direct communication with donors.
- Develops & analyzes campaign/program-end and year-end statistical reports.
- Develops segmentation and testing strategies for use in assigned annual giving programs.
- Ensures data integrity of online and offline fundraising databases are maintained and monitored as per best practices and policies.
- Keeps abreast of new technologies and techniques.

## **Qualifications and Experience**

- Minimum of 5 years' experience planning and executing revenue generating annual giving programs.
- University degree in a relevant discipline or equivalent combination of education, training and experience.
- Demonstrated success in developing and growing fundraising programs with specialized knowledge of annual giving fundraising strategies including direct response, mid-level donor program, integrated fundraising campaigns, grateful patients programs, tribute giving, online giving, and corporate giving.
- Highly developed interpersonal and relationship skills and proven ability to exercise a high degree of diplomacy and discretion.
- Superior communication skills: able to write clear and compelling letters and proposals, and make concise and engaging presentations.
- Demonstrated ability to develop and implement effective Annual Giving strategies with strong business analysis skills including a comprehensive understanding of annual giving analytics and reports used to manage fundraising programs.
- Excellent understanding of database management, database concepts including data enhancement, data quality, data acquisition techniques, and using these in segmenting.
- Demonstrated planning and project management and facilitation skills including proven ability to meet deadlines in a fast-paced environment with multiple, competing deadlines, and time and resource constraints.
- Demonstrated ability to provide leadership and motivation to a team.
- Experience managing consultants, vendors and suppliers.
- Familiarity with the advanced features of Microsoft Office suite of products, in-depth knowledge of a donor management system (Raiser's Edge preferred) and online fundraising software (Luminate preferred).
- Ability to travel locally to meetings and events.

This is a full-time, permanent position with competitive salary and benefits. Start date: Immediate.

## **TO APPLY**

If you possess the qualifications and experience indicated, please email your resume and cover letter, with "**Associate Director, Annual Giving**" in the subject line, by **July 13, 2018** to:

**Corina Somerville**  
VGH & UBC Hospital Foundation  
855 West 12th Avenue  
Vancouver, BC V5Z 1M9

**(email: [hr@vghfoundation.ca](mailto:hr@vghfoundation.ca))**