



Boyden Executive Search Contact

Lisa Vuona | 508.320.6445 | lvuona@boyden.com

Beth Parsons | 617.592.0473 | bparsons@boyden.com

Holly Wolk | 585.397.0974 | hwolk@boyden.com

Position Summary

The Associate Director of the Dana Fund manages the Dana Fund with a goal of approximately \$2M in unrestricted revenue through mail and email solicitations, ensuring all of Dana Hall's constituencies are solicited for an annual fund gift in targeted appeals and stewarded appropriately. The role is responsible for the strategy and execution of at least two direct mail campaigns per year as well as the appropriate follow-up. The role creates and manages the annual spring appeal to alumnae in reunion years. The position recruits and manages two committees of parent volunteers and supports their outreach to current parents. The role also manages the matching gift program, the annual faculty-staff appeal, Dana Donor Day, Teacher Appreciation Week, promotes the Dana Fund through Advancement materials and publications, and related tasks. The role will also directly solicit past donors at the end of the calendar year and the end of the fiscal year.

The Associate Director of the Dana Fund works collaboratively with the Chief Advancement Officer, Director of Development and other Advancement staff to coordinate Dana Fund fundraising with other Advancement initiatives.

Major Responsibilities

- Plan, design and execute a strategic direct mail program to ensure all of Dana Hall's constituencies are solicited for an annual gift. This includes conceiving and creating messages and design with the Director of Development, determining audiences and working with the Database Manager to pull lists, coordinating with mail houses, and all related steps.
- Plan, design and execute a strategic e-solicitation (OLX) program to ensure all of Dana Hall's constituencies are followed up by email for their annual gift. This includes conceiving and creating messages and design with the Director of Development, determining audiences and working with the Database Manager to pull lists, scheduling and sending the emails and all related steps.
- Recruit parent volunteers for the Dana Fund and Senior Parent Legacy Fund Committees, draft agendas for committee meetings and provide administrative support to parent volunteers as needed.

- Design and implement strategic, creative and targeted appeals to alumnae in Reunion classes. Build online giving page with pages for each reunion class. Manage targeted and segmented production of appeals. Support alumnae in their efforts to follow up with classmates.
- Manage the Matching Gift Program by contacting donors who work for matching gift companies to ensure they submit paperwork to receive matching gifts.
- Design and implement the Faculty/Staff giving campaign, including tracking participation, managing all department recognition, conducting needed follow up and all related steps.
- Manage the annual Teacher Appreciation Campaign over the course of one week, drafting and coordinating the distribution of emails through OLX, recording totals, distributing results and all related steps.
- Manage the annual Dana Donor Day as a stewardship campaign for current donors.
- Directly solicit past donors who have not yet made a Dana Fund gift at the end of the calendar and fiscal years.
- Draft monthly articles for Parents' Association and Alumnae newsletters.
- Create annual endowment fund stewardship letters.
- Attend and participate as assigned in Reunion, Family Weekend and other Advancement events.
- Work closely, in a professional manner, with all volunteers.
- Manage and order the Dana Fund stationery and other supplies for the Dana Fund.
- Other duties as assigned.

Skills and Competencies

- Bachelor's degree is required.
- Excellent customer service skills.
- Strong team orientation and success in collaboration.
- Superior time-management skills with an ability to manage many tasks and projects simultaneously, while adhering to deadlines and maintaining quality work.
- Excellent organizational skills with a strong attention to detail and an ability to create effective action plans to meet goals.
- Effective communication skills, both oral and written.
- Ability to handle sensitive and confidential matters with utmost discretion.
- Experience with annual giving programs is highly preferred.
- Experience with private schools, parent and volunteer support is highly preferred.
- Raiser's Edge proficiency is preferred.
- Strong written and oral communication skills.

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Lisa Vuona
Partner
lvuona@boyden.com
M +1 508.320.6445



Beth Parsons
Principal
bparsons@boyden.com
M +1 617.592.0473



Holly Wolk
Senior Associate
hwolk@boyden.com
M +1 585.397.0975

About Boyden

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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