



HAMPDEN-SYDNEY COLLEGE

Director, Annual Giving

ABOUT HAMPDEN-SYDNEY COLLEGE

Hampden-Sydney College, the tenth oldest college in the United States, is the last American college founded in British Colonial America, and it has remained in continuous operation since November 10, 1775. Located on a 1,300-acre campus in Virginia's beautiful Southside, the campus' central portion has been designated a National Historic Preservation Zone. Founding trustees include Patrick Henry and James Madison, and William Henry Harrison was a member of the class of 1791.

The College is one of only four men's colleges in the United States and its mission is "to form good men and good citizens in an atmosphere of sound learning". Hampden-Sydney educates and empowers young men so they can embark on a successful career and a meaningful life. A 10:1 student-to-faculty ratio allows students to learn in an intimate and collaborative environment.

Hampden-Sydney offers a unique coming-of-age experience to its 1,000+ promising students, and is recognized as a top liberal arts college in the United States by *U.S. News & World Report* and *Forbes*. Students at Hampden-Sydney are committed to a code of honor and conduct, and, with a distinctive Rhetoric Program at the core of its academic program, the College provides exceptional preparation for its graduates to lead lives of service and leadership.

Key Facts

- Founded: 1775
- Enrollment: 1,072
- Contributions: \$14 million (2018)

Mission

*To form good men and
good citizens in an
atmosphere of sound
learning.*

Visit



THE POSITION

The Director of Annual Giving reports directly to the Vice President of College Advancement and serves as a member of the Advancement leadership team. This person is charged with developing a comprehensive, metrics-based annual giving program to increase annual giving dollars and participation from alumni, parents, and friends of Hampden-Sydney College through direct mail, email, personal solicitation, online giving, and phone and text solicitation. This opportunity is based in Farmville, VA, or in special circumstances, one of the nearby metropolitan areas such as Richmond or Charlottesville, with regular travel to campus. The Director of Annual Giving manages a team of two Assistant Directors, one for young alumni giving and one for athletic giving, and a Coordinator.

Hampden-Sydney College is in the planning phase of a capital campaign, and Annual Giving will play a vital and strategic role. The College enjoys one of the strongest alumni networks in the country, ranked 4th by *The Princeton Review*, which suggests an opportunity to develop these graduates into lifelong supporters of the College. The Founders Society, representing gifts of \$2,500 and above, is one of Advancement's strongest programs.

Under the leadership of a new Vice President for College Advancement, the Director of Annual Giving is an extraordinary opportunity to leverage the strengths of the alumni network, the underpinning of The Founders Society, and the distinction of Hampden-Sydney College and its history.

MAJOR OBJECTIVES

In the first 12 to 18 months, the Director of Annual Giving is expected to accomplish the following:

- Build a successful and highly effective annual giving team that is able to leverage alumni engagement at the College.
- Develop and implement a comprehensive, strategic, innovative and sustainable annual appeal program that includes mail, phone, social media, personal solicitation, and volunteer management.



RESPONSIBILITIES

The Director of Annual Giving will have the following responsibilities:

- Set the strategic vision for annual giving in coordination with the Vice President, and lead staff in developing and implementing shared strategic priorities.
- Manage staff of three, fostering an environment that leads to individual and team success. Coach team members and reward success, supporting achievement and risk-taking for the good of the College and its annual giving goal.
- Conceptualize, create, and lead a comprehensive, strategic, innovative, and sustainable annual appeal program including, but not limited to multi-channel coordinated solicitation strategies, email/phone and social media efforts, the leadership annual giving program (The Founders Society), faculty/staff giving campaigns, reunion and affinity based campaigns, the H-SC giving day campaign, and strategies to incorporate volunteers and students to raise money for H-SC.
- Utilize sophisticated data analysis methods to routinely monitor the success of activities on donor acquisition and retention, ensuring efforts are on track to meet goals.
- Work with colleagues in Alumni Engagement and Major Gifts, Gift Planning, and Prospect Research to implement department and officer specific annual giving goals within the larger framework of Advancement.
- Serve as lead annual giving officer within the Advancement team. Position must meet yearly meeting, event, and dollar/donor goals, tracked within the alumni and donor database.
- Build and maintain excellent relationships with colleagues, faculty, staff, students, and other constituencies.
- Ensure fiscal responsibility within approved budgetary limits.
- Ensure regular communication with and stewardship of donors, in concert with the Vice President and the Director of College Relations.
- Work with Director of Alumni and Parent Engagement to staff key campus and regional events.
- Develop solicitation materials and resources in coordination with the Vice President, President's Office, and Office of Communications.



- Support efforts to ensure management of alumni records, and collaborate with Advancement colleagues to ensure ongoing alumni and parent data health.
- Develop and manage annual budgets for the organization and perform periodic cost and productivity analysis.
- Represent Hampden-Sydney College effectively at events and in the community through sound judgment, exceptional decorum, and ability to maintain confidentiality for all matters within the College.
- Occasional travel, as well as occasional evening and weekend work.

QUALIFICATIONS

The Director of Annual Giving will bring the following qualifications:

- Exceptional written and presentation skills.
- Minimum of five years of development experience that includes progressive annual giving experience.
- Familiarity with Hampden-Sydney College or a similar private institution is highly desirable.
- A results driven leader with progressive experience and the ability to multi-talk in a fast-paced environment.
- A high degree of initiative and commitment to excellence.
- Highly collaborative and disciplined, as well as highly detailed.
- Ability to lead and motivate individuals and teams.
- Experience evaluating and reengineering operations and procedures to maximize results and ensure best practices.
- Proven ability to lead projects to completion.
- Exceptional technical skills, particularly Microsoft Office and CRMS (constituent relations management systems).
- A bachelor's degree.



APPLICATION

Hampden-Sydney College has retained Campbell & Company to conduct this search. The team for this project includes Marian DeBerry, Senior Counsel, and Emily Thompson, Associate Consultant. Inquiries, applications, and nominations should be directed to:

EMILY THOMPSON

Associate Consultant, Executive Search

Emily.Thompson@campbellcompany.com

(312) 896-8891 direct

Hampden-Sydney College is an Equal Opportunity Employer.



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Hampden-Sydney College values diversity and is committed to equal opportunity for all persons regardless of age, color, disability, ethnicity, marital status, national origin, race, religion, sex, sexual orientation, veteran status, or any other status protected by law.