

**Recruitment Profile**  
for

Senior Director, Annual Giving  
and Donor Relations



**Braille Institute**

**July 2017**

**LEADERSHIP TRANSITION | EXECUTIVE SEARCH | BOARD ADVISORY**

## POSITION DESCRIPTION

**Title:** Senior Director, Annual Giving and Donor Relations

**Organization:** Braille Institute

**Reports to:** Vice President, Philanthropy

**Location:** Los Angeles, California

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### **ORGANIZATION OVERVIEW:**

For nearly a century, Braille Institute has been working to eliminate barriers to a fulfilling life caused by blindness and severe sight loss. Founded in 1919, Braille Institute is one of the oldest and most comprehensive providers of services for people who are blind or visually impaired. It provides an environment of hope and encouragement for students and their families through integrated educational, social, and recreational programs.

Braille Institute serves thousands of children and adults every year through a wide array of free programs and services. Services are provided at five regional centers (Los Angeles, Anaheim, Rancho Mirage, San Diego, and Santa Barbara) and over 200 community outreach locations throughout Southern California. Braille Institute also operates an award-winning library, a braille publishing house, and an information-rich website.

Braille Institute is funded almost entirely through private donations. Generous donors and dedicated efforts by 2,450 volunteers enable staff to provide programs and services without charge. The ratio of volunteers to staff – 11 to 1 – creates an environment to serve an ever-growing number of people who are experiencing vision loss.

Braille Institute provides a number of National Programs that extend its reach across the country. The Braille Challenge, a literacy competition for students ages 6-19, and Special Collection, a program that delivers free braille books to children have a national reach. Programs like Cane Quest, regional white cane travel competitions for students in grades 3-12, are quickly growing. Braille Institute also offers comprehensive adaptive technology training programs to help students develop their skills and realize their goals, whether they are academic, vocational, social, or information related.

For more information, please visit [www.brailleinstitute.org](http://www.brailleinstitute.org)

**LOCATION:**

Los Angeles, California

**REPORTING/RELATIONSHIPS:**

- Reports to the Vice President of Philanthropy.
- Supervises team of four, including a newly appointed Associate Director of Annual Giving, Database Manager, Database Specialist, and Philanthropy Specialist.
- Peer position includes the Sr. Director of Institutional Giving.

**THE POSITION:**

The Senior Director of Annual Giving & Donor Relations leads Braille Institute's Annual Giving, Donor Relations, and Philanthropy Services team and programs. The primary responsibility of the position is to grow and retain a pipeline of quality individual donors who will provide a dependable stream of annual revenue, and who can be cultivated for major outright and planned gifts. Currently, Braille Institute has a \$1.5 million Annual Giving Department revenue goal derived primarily through direct mail, with additional funds generated through workplace giving, memorial/tribute giving, and digital giving.

**RESPONSIBILITIES:**

- Utilize acquisition, renewal, upgrade, and added gift techniques to grow and retain a pipeline of quality individual donors who will provide a dependable stream of annual revenue, and who can be cultivated for major outright and planned gifts.
- Direct the design, implementation, and evaluation of Annual Giving Programs across all channels, including direct mail, publications, digital/online, and telemarketing efforts, to achieve Annual Giving Department goals. Additionally manage relationship with direct response marketing agencies to ensure maximum impact of programs and resources as measured by defined metrics.
- Design and implement annual and multi-year plans for Annual Giving, Donor Relations and Philanthropy Services areas with clear goals and measureable outcomes.
- Generate and transition appropriate prospects/opportunities to the Planned Giving & Major Giving teams.
- Direct the design, implementation, and evaluation of system-wide Donor Relations programs that foster and build long-term engagement and investment, with particular focus on gift acceptance, gift acknowledgement, donor recognition, and impact reporting.
- Oversee donor database systems and strategies to ensure best practices are implemented and that processes effectively support Philanthropy Department efforts, including analytics, coding, record-keeping, and reporting.
- Provide thorough analysis and metrics reporting for Annual Giving, Donor Relations, and Philanthropy Services, and produce reports for senior management.
- Provide strategic direction, vision and leadership to staff members and communicate priorities of projects and assignments.
- Hire, train, and manage staff, including promoting professional development, conducting performance appraisals, and taking corrective measures.
- Hire, direct, and evaluate Annual Giving, Donor Relations, and Philanthropy Services consultants and vendors (writers, graphic artists, printers, database consultants, etc.) as needed and budget allows.

- Oversee Philanthropy Department administrative infrastructure, including the time management system and expense management, to ensure that department operations are effective, efficient, timely, and customer friendly.
- Integrate Annual Giving, Donor Relations, and Philanthropy Services efforts with Institutional Giving and Planned Giving & Major Giving teams to ensure intra-departmental synergy.
- Consult with General Counsel and Accounting Department staff about legal and accounting issues related to areas of responsibility, to ensure legal, ethical, and accounting compliance.
- Assure compliance with Federal, State and local gifting regulations.
- Attend donor, volunteer, student and community events as appropriate.

**REQUIREMENTS:**

- Excellent writing, editing, and marketing skills, combined with knowledge of print and digital production.
- Minimum of 7 to 10 years of professional fundraising experience, including a minimum of 3 years of staff supervision experience.
- Demonstrable history of meeting/exceeding fundraising goals.
- Minimum of 5 years of hands-on experience in multi-channel annual gift fundraising, with an emphasis on direct mail.
- High level of knowledge and expertise in direct mail fundraising, including donor acquisition, renewal, upgrade, and added gift techniques, plus target marketing expertise.
- Exceptional analytic, planning, project management and organization skills.
- Strong knowledge of and experience with fundraising databases, gift processing, gift acknowledgment, and gift reporting best practices. Experience in managing a fundraising donor database preferred.
- Experience managing budgets for a team or department.
- Working knowledge of prospect research.

**EDUCATION:**

Bachelor’s degree in journalism, communications, marketing, or related field, or equivalent work experience required. C.F.R.E. preferred.

**COMPENSATION:**

Braille Institute is offering a comprehensive compensation package inclusive of salary (commensurate with experience) and full benefits. Benefits include: health, dental and vision insurance; three weeks of paid vacation; nine paid holidays; a 403(b) Tax Sheltered Savings (Retirement) Plan and free parking.

**OPPORTUNITY:**

This position provides an opportunity for the successful candidate to join a national leader providing life enriching services to students. By growing and expanding financial resources, this person will have a direct, tangible impact on the lives of people living with sight loss. S/He will be able to leverage the Braille Institute brand and resources in building best-in-class annual giving and donor relations programs. The Sr. Director of Annual Giving & Donor Relations will be part of a talented, passionate, and personally vested team of staff and volunteers committed to eliminating barriers to a fulfilling life caused by blindness and severe sight loss.



**CONTACT:**

Kevin Chase Executive Search Group has been retained to lead this recruitment effort on behalf of the Braille Institute. We are pleased to answer any questions or supply further information. Inquiries, nominations, or applications (including a cover letter and resume/curriculum vitae) should be directed electronically and in confidence, to:

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All inquiries or referrals will be held in strict confidence.

Please note that all education, dates of employment, compensation and other information provided will be verified prior to an offer of employment.