



Director of Annual Giving
Hackley School
Tarrytown, NY

Executive Summary

Hackley School, a private coeducational K-12 day school, seeks a creative and values-driven Director of Annual Giving to provide strategic and collaborative leadership to the School's annual giving program. The Director of Annual Giving ("Director") will partner with all stakeholder groups to advance a culture of philanthropy that matches the strengths, authenticity, and generosity of the Hackley community itself.

Hackley School was founded in 1889 through the generosity of local Mrs. Frances Hackley, who, in partnership with leading Unitarians of the era, sought to create a non-sectarian school that embraced Unitarian values of intellectual questioning and inclusiveness, welcoming students of diverse religious, economic, ethnic, and national origin. Hackley has evolved since its founding into a coeducational K-12 day school with five-day Upper School boarding. Those who walk through the entrance of Hackley's main building are greeted by the engraving, "Enter Here to Be and Find a Friend," this core value permeates Hackley's beautiful 285-acre campus, known as the "Hilltop." Located just 30 minutes north of New York City, the campus features a new Center for Health & Wellness, numerous playing fields, and the Hackley Forest complete with outdoor classrooms and wetlands facility. Today, Hackley teaches 840 students across three divisions (Lower, Middle, and Upper Schools), boasting an average class size of 16 and a 7:1 student-to-faculty ratio.

Hackley offers an exceptional, well-rounded experience - reimagining a liberal arts education with a broadened curriculum of competencies and experiences to meet the needs of tomorrow's learners and citizens. The School cultivates a strong and distinct culture emphasizing relationships, diversity of perspectives, accomplishment defined by serving a greater public purpose and enduring academic skills. Students, parents, alumni, faculty and the administration form deep relationships in an inclusive community in which they respectfully challenge and support one another to grow in new ways for meaningful connection. This deep sense of belonging empowers students and alumni to transcend beyond individual achievement and exemplifies another of Hackley's core values – *to go forth and spread beauty and light* – rising to complex challenges and anticipating the needs of a constantly changing modern era as citizens of the world.

Hackley's historical legacy and core values are the foundation of a special environment. Prior leadership significantly increased philanthropic capacity and committed resources for transformative investments in the School's infrastructure and in recruiting and retaining exceptional faculty. Over forty percent of Hackley's faculty reside on campus enabling them to participate in the life of the campus beyond the classroom and the opportunity to provide formative guidance and celebrate in the success of students that is rare for a day school.

Head of School Michael C. Wirtz, now in his fourth year at Hackley, is bringing a thoughtful arc of evolution and appreciative inquiry to Hackley, uplifting proficiencies in the liberal arts curriculum while advancing its offerings in STEM (Science, Technology and Math), as well as affirming commitments to equity and inclusion and the social/emotional well-being of students. Hackley features a MakerSpace that encourages students to learn what happens when they experiment in a hands-on, social environment to create something meaningful that had not existed before. The School's new Center for Health and Wellness is a community-building platform. An exciting new strategic plan led by a steering committee of diverse stakeholders and launched in 2018, [*Redefining Excellence*](#), charts a vision for the next era of the Hackley School that promotes learning opportunities for students

beyond the boundaries of disciplines, classroom, and campus, and position Hackley as an educational leader and incubator that: pushes the boundaries of existing programs; promotes lifelong professional learning within Hackley's faculty and the next generation of independent school educators; and champions a culture of wellness – both at the student and institutional levels – as cornerstones of a healthy learning environment and school community.

The Director of Annual Giving

Reporting to the Associate Director of Development and working in collaborative alignment with advancement staff, school leadership, and volunteer leaders, the Director will be responsible for maximizing annual giving and communicating its integral role in propelling Hackley forward. Parents, alumni, and friends of the School have a long history of investing their time and resources. The Director will build on this goodwill and recent campaign success by collaborating with partners across the advancement team, especially in communications, alumni relations and events, to solicit increased funds while simultaneously educating the alumni body and parent groups on the importance of annual giving to the School's future and goals.

Under the leadership of Director of Advancement Teresa S. Weber, the advancement office has sought to be more strategic in its approach, migrating from intense efforts that are highly responsive to immediate need, to institutionally aligned activities with more formalized organizational goal setting and integrated work across advancement departments. The Director will be a driving force in the planning and execution of Hackley's annual giving program, setting goals and establishing strategies to meet and exceed targets. The Director of Annual Giving will be key to this effort of more comprehensive engagement, helping the annual fund serve as both a catalyst for future fundraising and a unifying place for Hackley stakeholders.

They will think expansively about their own responsibilities, serving as a true citizen of the advancement team and broader Hackley community. It will be critical that the Director demonstrate a high EQ and a willingness to approach interpersonal relationships judiciously and with empathy – bringing a spirit of building genuine trust and caring in the attainment of mutually beneficial goals.

The primary responsibilities of the next Director will include:

Role & Responsibilities

Building a Compelling Case for Annual Giving

Combining classic annual giving strategies and structures with innovative and unique messaging and outreach approaches, the Director will create a compelling case for support of Hackley's annual fund program and a comprehensive communications and marketing strategy for current and potential donors. Messaging will uplift the best of Hackley, encourage deeper volunteer engagement and increase leadership giving and overall donor participation. In collaboration with advancement colleagues, the Director will develop and manage the production of annual giving materials across a variety of media including print, digital, and social media channels.

Fundraising

In collaboration with the Associate Director of Development, the Director of Annual Giving will spearhead all annual giving goal setting and execution. They will continually evaluate and, where necessary, redesign aspects of annual giving with the aim of maximizing gift contributions in the \$1,000 and \$12,500 gift range. The Director will work closely with appropriate colleagues to identify, steward, and solicit a robust portfolio of leadership annual giving prospects and forge strong relationships with parents (of current students and alumni), alumni, and grandparents to influence and maximize contributions. They will work closely with the Advancement leadership team to qualify and support the moves management of annual fund donors for major gift cultivation and solicitation.

Volunteer Management and Support

Central to Hackley's annual fund health and future growth are its volunteers. The Director will increase Hackley's giving capacity and amplify its reach by building and supporting a robust volunteer peer-to-peer network. Tapping into shared experiences and the various ways in which volunteers come into contact with the life of Hackley, the Director will manage the recruitment, training and retention of volunteers. Emphasis will be placed on attaining broad representation across classes that benefits from the energy of incoming parents as well as the wisdom of experienced volunteers. The Director will provide guidance and support to volunteers in the form of strategy setting, messaging and goal setting, engaging them in ways that are both meaningful and fun.

While parents continue to be a strong source of regular support, with participation rates consistently between 80% and 90%, there is a particular opportunity to enhance alumni engagement and giving. The Director will partner with the Director of Alumni Engagement to create an efficient and effective alumni volunteer strategy that aligns with Hackley's institutional priorities and increases alumni support of the annual fund with a particular focus on Reunion-year giving.

Stakeholder Engagement

Hackley School community includes highly engaged student, faculty, staff, parent, and alumni groups. The Director of Annual Giving will need to understand, appreciate, and respect each group's respective perspectives and priorities to properly communicate and collaborate with team members and volunteer leaders. Core to this will be respecting Hackley's history and legacy while building support for new ideas for the future.

Data Analytics and Metrics

The next Director will bring an understanding of data analytics, metrics, and evidence-informed decision-making to help maximize philanthropic support. They will use data, including donor research and giving trends, to help identify missed opportunities and to focus outreach and tailor messaging for appropriate audiences. They will analyze giving patterns among Hackley constituencies and create a strategy that includes direct mail segmentation and a/b message testing, to develop, solicit, and retain an ever-increasing base of regular donors. In close collaboration with advancement colleagues, they will champion the translation of data into knowledge for better-informed decision-making, the reduction of duplicated efforts and a more focused allocation of resources for the greatest return on investment. They will bring a spirit of experimentation and of piloting ideas in which data is additive – augmenting Hackley's advancement activities and relationships for improved outcomes.

Success Profile

- Communicates both Hackley's commitment to its enduring traditions and its exciting vision for the future – tailoring those messages as necessary to reach different audiences.
- Continually evaluates and, where necessary, redesigns aspects of the annual giving program with the goal of maximizing gift contributions in collaboration with the Associate Director of Advancement.
- Success and experience with both data analytics and frontline fundraising.
- Maintains currency with best practices, innovative developments, and trends in the annual giving field.
- Capitalizes on opportunities to continue developing as a professional.
- Engages fully in the life of the school.
- Builds and maintains a professional rapport with a broad audience – alumni, donors, parents and all other staff.

Qualifications

In addition to the abilities to achieve the above core responsibilities, ideal candidates will possess the following qualifications and attributes:

- A minimum of five years of progressive experience in annual giving or direct response marketing, preferably in an academic setting.
- BA/BS degree required; a Master's degree is preferred.
- Strong leadership experience with a track record of meeting or exceeding goals.
- Demonstrated success in using data and metrics to drive decision-making.
- Success in building/growing and deploying a volunteer program to enhance programs and contribute to strategy.
- Exceptional ability to analyze and synthesize information for multiple constituencies.
- Comfort with direct-ask solicitations, or at least the curiosity and willingness to learn, and excellent written and oral communication skills.
- Demonstrated self-initiative and the motivation to achieve challenging goals.
- Commitment to working collaboratively within an advancement department and across the Hackley School community.
- An ability to travel and work some nights/weekends as required.
- A healthy sense of humor and good balance of confidence and humility.

How To Apply

Hackley School has retained Talent Citizen to assist in this recruitment. President Tracy Welsh and Senior Associate Eva Kotilinek are leading this search.

Please submit your resume and a cover letter outlining your interest, the reasons why you are best suited for the position and would be a great addition to the Hackley community, and where you learned of the position. Nominations and application materials should be sent directly to: HS-DAG@talentcitizen.com

Hackley is an Equal Opportunity Employer, intentionally committed to fostering a diverse, equitable, and inclusive community. We welcome candidates representing a full spectrum of race, ability, gender, national origin, religion, and sexual orientation. A Hackley education embraces both the open exchange of ideas and learning from varying perspectives, inclusive of the beliefs and identities reflected within the community. Qualifications for employment include a demonstrated commitment to these principles.