



Position: Senior Director of Individual & Planned Giving

Organization: After School All-Stars

Reports to: Vice President of Development

Location: Flexible

ORGANIZATION BACKGROUND:

Founded in 1992, [After-School All-Stars](#) provides free, daily afterschool programs to over 90,000 youth in over 450 school sites in 19 chapters across the U.S. Our vision is for our All Stars to be safe and healthy, to graduate high school and go on to college, to find a career they love, and to give back to their communities.

A UNIQUE OPPORTUNITY:

After-School All-Stars is seeking a Senior Director of Planned & Individual Giving to join its national fundraising team. This is a dynamic position that will play a pivotal part in fueling ASAS' growth to meet student and family needs, provide innovative programs, and assist communities with COVID recovery. Since its inception in 1992, ASAS has cultivated a formidable national board and relationships with influencers across sports, entertainment, and other industries that will lay the foundation for a robust individual and planned giving program. The candidate who fills this position will have the relationships, team support, and resources needed to be successful and an incredible opportunity to reimagine ASAS' individual giving program. Additionally, the successful candidate will be the architect of ASAS' first-ever planned giving program, a new revenue stream for the organization. This is the ideal position for a seasoned fundraising professional seeking continued career development at a fast-paced, entrepreneurial organization in a role that will require a diverse array of skills.

SPECIFIC RESPONSIBILITIES:

Individual & Planned Giving

- The Senior Director of Individual & Planned Giving is responsible for leading the organization in growing revenue from individuals and establishing a successful planned giving program. Currently, our national individual giving pipeline is approximately \$400K (not including Board and family foundation giving). The first-year focus will be on this area.
- Designs, manages, and implements ASAS' new planned giving activities and responsible for gifts of estates, trusts, and various other financial venues that reflect financial planning and deferred giving opportunities.
- Responsible for the cultivation, solicitation, gift closure, and stewardship of prospective donors.
- Manages an existing portfolio to advance relationships with the individuals and families who currently donate to ASAS, with a focus on innovate year-round engagement strategies.
- Prospects and qualifies individuals, rating their capability and likelihood to make a gift to ASAS.
- Using a Moves Management process, conceives, promotes, and coordinates the interaction of potential and current donors with the ASAS' Executive Team and other individuals who can deepen the prospective donor's engagement with the organization.
- Conceives, develops, and writes fundraising proposals in collaboration with the Development and Marketing teams.
- Collaborates closely with the Marketing team on year-end appeal, Giving Tuesday, and other visibility opportunities to appeal to individual donors.
- Encourages a culture of philanthropy among ASAS staff, which may include collaboration on internal fundraising activities.
- Maintains updated donor records in Salesforce.

Leadership Strategy

- As a senior member of the Development team, participates in strategic planning and decision-making as appropriate.
- Has a deep understanding of strategic planning, data management, the creation and tracking of metrics, and the creation and implementation of constituent relations programs.



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- Measures, tracks, and reports participation and success of initiatives.
- Builds strong working relationships with staff on the Development & Marketing teams, other departments, and with chapters across the ASAS network.
- Provides guidance and technical assistance to chapters on how to cultivate individual donors.
- Performs other related work as needed.

WHO SHOULD APPLY?

- A minimum of 10 years of experience in development or a related field such as public relations, sales, marketing, or non-profit management. At least 5 years of experience in individual giving work.
- Experience in planning and managing successful programs.
- Participation in soliciting and closing gifts from individual donors.
- Planned giving experience.
- Proficiency in managing volunteers.
- Working knowledge with developing and monitoring budgets.
- Outstanding interpersonal and communication skills, characterized by the ability to listen and speak well with a strong commitment to customer service.
- Demonstrated excellent writing skills (writing samples required)
- Excellent organizational skills, and a high degree of flexibility and initiative.
- Ability to work autonomously, multi-task, and manage deadlines.
- Excellent ability to work collaboratively on a team and across departments.
- Passionate and committed about ASAS' mission.
- Salesforce experience preferred.
- Bachelor's degree required; higher degree preferred.

SALARY AND BENEFITS:

The salary for this position is commensurate with qualifications and experience of the individual candidate. ASAS offers a competitive benefits package, including medical, dental, vision, 18 days of paid time off, and 17 paid holidays.

ASAS is an equal opportunity employer and candidates of diverse backgrounds are encouraged to apply.

HOW TO APPLY FOR THE ROLE:

Please submit a resume, cover letter, and writing and work samples in PDF format via e-mail to:

vanessa.waserman@afterschoolallstars.org. Please put "Senior Director of Planned & Individual Giving" and your last name in the subject heading.

LEARN MORE ABOUT AFTER SCHOOL ALL-STARS:

To learn more about ASAS, please visit our website: www.afterschoolallstars.org