



**HOWARD**  
**UNIVERSITY**

**Director of Annual Giving**  
**Washington, DC**

# An Unprecedented Time for Howard University



Left to right: Vice President Kamala Harris; Chadwick Boseman; Isabel Wilkerson; Former Rep. Elijah Cummings; Taraji P. Henson

Howard University is experiencing historic and unprecedented institutional and philanthropic growth. Bolstered by an active and energetic alumni base inspired by the heightened role and significance of Howard's place among elite higher education, the University has embarked on a significant expansion of and investment in its Advancement efforts. If you are an enthusiastic fundraising professional looking for a chance to make a difference, now is the time to join this historic institution and become a part of something greater.

Howard University has put into action an ambitious, yet attainable, fundraising strategy that seeks to enhance the Howard experience well beyond the bounds of Washington, DC.

Are you ready to join this historic movement and bring about tangible change to Howard and beyond? Continue reading to learn more about the University, these exciting opportunities, and how you can utilize your talent in elevating Howard's mission of Truth & Service.

## Highlights

- ❖ In June 2020, Howard University received a **\$40 million gift**, the largest gift from a single donor in the University's history.
- ❖ Since 2019, Howard University has received **eight of its nine largest gifts** in its 153-year history.
- ❖ Last year was the **highest alumni participation rate** in the University's history, with the number of gifts up 80% year over year
- ❖ In the first six months of 2020, Howard University secured **\$100 million in philanthropic support**, far outstripping the \$14 million raised two years ago.

# Veritas et Utilitas.

Excellence in Truth and Service is Reflected in all that we do.

Since 1867, Howard has awarded more than 100,000 degrees in the professions, arts, sciences, and humanities. Howard ranks among the highest producers of the nation's Black professionals in medicine, dentistry, pharmacy, engineering, nursing, architecture, religion, law, music, social work, and education.

The University has long held a commitment to the study of disadvantaged persons in American society and throughout the world. The goal is the elimination of inequities related to race, color, social, economic, and political circumstances. As the only truly comprehensive predominantly Black University, Howard is one of the major engines of change in our society. Through its traditional and cutting-edge academic programs, the University seeks to improve the circumstances of all people in the search for peace and justice on Earth - Howard prepares men and women to advance social justice and the preservation of human liberty.

Regarded as one of the most prestigious institutions of higher learning, current enrollment approximates 11,000 undergraduate, graduate, and professional students representing 53 states and territories, and 53 nations. The University traditionally has had the largest gathering of Black scholars across the globe.

## *President Wayne A. I. Frederick*



Dr. Wayne A. I. Frederick was appointed the seventeenth president of Howard University in 2014. He previously served as Provost and Chief Academic Officer.

Dr. Frederick received his B.S, M.D., and M.B.A. from Howard University.

Since becoming president, Dr. Frederick launched Howard's Center for Academic Excellence, a center created specifically to provide student retention support services to increase undergraduate success. He also introduced the Graduation & Retention Access for Continued Excellence (GRACE) Grant Program, which provides need-based funding to reduce financial barriers and increase on-time graduation.

Dr. Frederick is a widely recognized expert on disparities in healthcare and medical education. His medical research focuses on narrowing racial, ethnic, and gender disparities in cancer-care outcomes, especially pertaining to gastrointestinal cancers.

Dr. Frederick was named one of EBONY magazine's "Power 100," and recognized as a "Super Doctor" in The Washington Post Magazine. In 2015, he was named "Male President of the Year" by HBCU Digest.

## Annual Giving

Reporting to the Director of Senior Director, Advancement, The Director of Annual Giving is responsible for the planning, management, and growth of annual gifts through direct mail, TeleCenter, and electronic solicitation. Coordinating a year-round acquisition and cultivation program, the Director of Annual Giving will build strategies for acquiring new donors, with a special emphasis on increasing alumni donors and retaining and upgrading current donors.

The Director will lead a team of one and have responsibility for increasing annual giving revenue, broadening the base of support and strengthening the major gift pipeline. The Director will develop and oversee a strategy to grow the number of giving circle members each year, utilizing benefit programs and special engagement opportunities that encourage donors to higher levels of giving.

## Key Position Functions

The **Director of Annual Giving** will:

- Design and manage an integrated multi-channel marketing strategy of outbound programs (direct mail, TeleCenter, email) and inbound programs (websites, giving forms) that engage donors and ultimately move them into personal relationship-based development efforts.
- Enhance the use of digital marketing (e.g., email, websites, social media) and analytics (e.g., predictive modeling, social media data mining) to improve segmentation and messaging and to create a personal and positive experience for donors.
- Ensure that the University's brand and overall marketing and communications strategy is used consistently in annual giving materials.
- Manage staff who oversee the daily operations of the University's Tele-Center, including tracking of Tele-Center pledges and organizing data for regular reports.
- Provide support to various stakeholders using the University's crowdfunding platform through setup and reporting.
- Analyze data and make recommendations for improving the direct mail, online, and telephone solicitation programs.
- Manage relationships with outside vendors to ensure timely and accurate campaign execution.
- Support preparation of annual revenue and expense targets and manage spending to stay within budget.
- Perform other related duties as assigned.

# The Candidate

## Education and Experience:

- Bachelor's degree required.
- At least 3 years of director-level experience or the equivalent combination of 5 years combined relevant education and experience.
- Experience in telemarketing and institutional fundraising highly desired.

## Knowledge, Skill, and Abilities:

- Experience in managing relationships with high-level prospects to secure transformational gifts; experience supporting a college president preferred.
- Mastery of the fundamentals of major gifts fundraising and moves management.
- Understanding of planned giving concepts and experience with securing complex gifts, including navigating internal processes and working with wealth advisors.
- Superior written and oral communication; exceptional interpersonal and relationship-building skills.
- Creative problem-solving skills and the ability to initiate and collaborate with internal and external partners.
- Ability to work independently and interdependently to achieve goals.
- Experience utilizing fundraising database programs; experience with Raiser's Edge preferred.
- Commitment to the mission and vision of Howard University.





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Questions, résumés, and CVs should be sent  
to [Search@driconsulting.com](mailto:Search@driconsulting.com)

All first-round interviews for this position will take place at Development Resources, *inc.* at 1820 N. Fort Myer Drive, Suite 702, Arlington, VA 22209, (703) 294-6684, or via telephone/video conference.

DRi is an executive search and development consulting firm that recruits senior leaders and works with them to build talented teams, create bold strategic plans, and design powerful fundraising programs.

Howard University is an Equal Opportunity Employer and is seeking a diverse slate of candidates for formal consideration.



Search conducted by [Development Resources, inc.](http://www.driconsulting.com) [www.driconsulting.com](http://www.driconsulting.com)