



St. Helen Catholic School
Director of Advancement

Essential Job Duties & Responsibilities of the Director of Advancement

Strategic Advancement & Fundraising

- Develop and implement strategies to grow the school's fundraising capacity, including the Annual Fund and major gift initiatives.
- Create, revise, and follow advancement plan for accreditation.
- Create and disseminate fundraising collateral in collaboration with the Communications Director.
- Actively steward donors, build community relationships, and maintain the donor database.
- Collaborate with parish and school leadership and HSA to ensure a consistent and organized fundraising strategy.
- Participate as a member of the SAC Enrollment/Advancement/Communications Committee.
- Think creatively and implement up-to-date strategies to increase stakeholder engagement in fundraising efforts.
- Ensure timely donor acknowledgment and follow-up through written thank you and tax letters

Annual Appeal & Report

- Plan, create, and execute the school's Annual Appeal and Annual Report to support fundraising efforts and donor stewardship. Responsibilities include:
 - Developing a campaign timeline and communication strategy
 - Creating compelling print and digital appeal materials
 - Coordinating direct mail and email outreach, segmented by audience
 - Collecting and organizing financial and impact data in collaboration with business manager and administration.
 - Writing, designing, and producing the Annual Report & Appeal to highlight mission-aligned accomplishments, financial stewardship, donor recognition, and a call to continued support
 - Distributing the report to donors, parishioners, and the wider school community
 - Tracking campaign contributions and donor engagement
 - Providing regular updates to school leadership and ensuring timely donor acknowledgment and follow-up

Capital Campaign Management

- Assist in the organization, coordination, and management of the school's capital campaign for a new school building. Responsibilities include:
 - Partnering with the Principal and Pastor to define campaign goals, timelines, and messaging
 - Supporting the creation of campaign materials (case statements, brochures, pledge forms, donor packets, etc.)
 - Coordinating meetings with the campaign steering committee and prospective major donors
 - Managing donor recognition efforts and follow-up communications
 - Planning and executing events to cultivate potential donors
 - Tracking pledges and donations, and maintaining accurate records in the donor database



Event Planning

Coordinate and oversee major fundraising events such as, but not limited to, the Fall Festival, Gala, Read-a-thon, Golf Tournament and Car Raffle by soliciting sponsors and donations, managing volunteers, timely donor acknowledgment and follow-up, and ensuring all logistics are carefully planned and executed.

Fall Festival-Specific Responsibilities:

- Lead all aspects of planning and executing the school's annual Fall Festival, including but not limited to:
 - Solicit sponsors and design sponsor recognition pieces to display
 - Design Fall Festival theme t-shirt, place shirt order, and coordinate distribution
 - Design advertising materials and ensure signage is posted in prominent areas in surrounding community areas
 - Organizing and scheduling meetings with core team members
 - Setting up and managing the event on the school's fundraising platform
 - Work to obtain permits as need
 - Developing student fundraising incentives and school-wide engagement opportunities
 - Communicating with teachers and staff to support Fall Festival-related fundraising initiatives
 - Present during all Fall Festival hours to run the event, including oversight of volunteers, flow of the event, and vendor coordination.

Gala-Specific Responsibilities:

- Lead all aspects of planning and executing the school's annual Gala, including but not limited to:
 - Creating and sending Save the Date and formal invitations
 - Advertising and promoting the event across school, parish, and community platforms
 - Designing and coordinating event décor, theme, and overall experience
 - Organizing both silent and live auctions, including item procurement and display
 - Developing the event Run of Show, scripting the evening, and producing a printed program
 - Creating and distributing bid paddles, table signage, and name tags
 - Securing and managing contracts for vendors (venue, catering, entertainment, auctioneer, etc.)
 - Setting up and managing the event on the school's fundraising platform
 - Collaborating with administration to create a STEM-themed student fundraising component
 - Developing student fundraising incentives and school-wide engagement opportunities
 - Communicating with teachers and staff to support all Gala-related fundraising initiatives
 - Running the event on the night of, including oversight of check-in, flow of the program, and vendor coordination

Alumni Relations

- Develop and maintain strong relationships with alumni through regular communication, engagement initiatives, and event planning. Coordinate alumni events and outreach efforts to foster continued connection, support, and involvement in the life of the school.