



## DIRECTOR OF ANNUAL GIVING

### ABOUT CWU

Founded in 1891, Central Washington University (CWU or Central) is a public, four-year university located in Ellensburg, Washington. The university was founded in 1891 as a "normal" school for the preparation of K-12 school teachers and became a comprehensive university in 1977. One of six public baccalaureate universities in Washington State, CWU provides high quality undergraduate and graduate programs to over 10,000 students and employs about 1,800 faculty and staff. The University has distinguished itself through its high-quality teaching and academic programs and student-centered orientation and approach. Central is committed to providing a range of research, outreach, and international experiences for faculty and students that includes lifelong learning opportunities. The university is comprised of four main colleges: College of Arts and Humanities, College of the Sciences, College of Education and Professional Studies, and College of Business. CWU's dedicated, talented faculty, numbering more than 600, have an impressive track record of teaching, scholarship, and service. Central's residential campus in Ellensburg encompasses 380 acres with university centers that are located around the state to provide greater access to higher education. CWU received recognition from several national publications, including being ranked as one of the top 50 universities in the West by *U.S. News & World Reports*, ranked fourth in the state of Washington on *Money* magazine's Best Colleges List, and being named one of *Sierra Magazine's* "Cool Schools."

Central's commitment to hands-on learning and discovery and individual attention takes students beyond the limits of the classroom and books. Students get to do what they're studying in real-world, professional settings, which makes learning exciting and relevant. CWU is nationally and/or regionally recognized for their academic programs in music, geology, accounting, aviation, education, and STEM. Unique programs in the state of Washington include actuarial science, sports marketing, agricultural business, and paramedicine. Student to faculty ratio is 20-to-1. With more than 135 accredited college majors, the faculty are primarily recognized regionally and nationally for their superior collegiate teaching in mathematics, physics, geology, music, and chemistry. In addition to their quality undergraduate programs, CWU has 32 accredited graduate-level programs. The William O. Douglas Honors College is Central's top interdisciplinary program for teaching academically talented students. The campus has 20 residence halls, five apartment complexes, and 14 Living, Learning, and Theme communities. In all, there are 59 academic and 35 auxiliary buildings.

### Key Facts

- 10,327 undergraduate and graduate students
- Approximately 1,800 faculty/staff
- \$223M budget
- 37 advancement staff positions
- 9-member [Board of Trustees](#)
- \$40M Foundation endowment
- Approximately 100,000 alumni

### Mission & Core Values

#### MISSION

Central Washington University's mission is to prepare students for enlightened, responsible, and productive lives; to produce research, scholarship, and creative expression in the public interest; and to serve as a resource to the region and the state through effective stewardship of university resources.

#### VALUES

Student Success, Access, Engagement, Inclusiveness, Shared Governance, State-of the Art Facilities, Safety

### Visit



CWU is co-located with community colleges in Edmonds, Everett, Des Moines, Steilacoom/Puyallup, Kent, Yakima, Moses Lake, and Wenatchee along with two instructional sites in Joint Base Lewis-McChord and Sammamish, where students can complete baccalaureate degrees without leaving their communities. A new dual admission program allows community college students to be admitted to CWU when they are admitted to a college, streamlining the admissions, advising, and transfer processes. CWU also serves more students through on-line courses and educational resources than any other comprehensive university in Washington. CWU prepares students to succeed in a global economy through strong partnerships with 30 colleges and universities around the world. Wildcat Athletics compete in NCAA Division II with six men's varsity sports teams and seven women's varsity sports teams.

Central Washington University has been very successful in adding and maintaining modern, state-of-the-art facilities. The state has invested almost \$500 million in CWU facilities since 2009. In recent years, campus construction and remodeling projects have included impressive science and technology academic buildings, a music building, a spacious student union and recreation facility, and new residence halls. This spring a new state-of-the-art health sciences building will open and work will begin on renovating and expanding health education facilities. Regionally, CWU plays a key role in the economic, educational, and cultural vitality of the greater community. Faculty, staff, and students contribute research and service in the public interest. In addition, the university provides instructional and library resources for the community and partners with other educational service providers to enrich access and opportunity to education for citizens of the region. Prior to the pandemic, over 350 dramatic and musical performances, art and museum exhibitions, lectures, and athletic events were open each year to campus and community members. CWU holds regional accreditation through the Northwest Commission on Colleges and Universities.

## THE POSITION

The Director of Annual Giving is responsible for the development and management of a comprehensive, metrics-based annual giving program, which focuses on securing gifts up to \$9,999 through traditional and emerging tools and techniques. The Director of Annual Giving works with University Advancement (UA) staff, key vendors, and other partners to identify, acquire, retain, and re-engage donors to Central Washington University. The Director ensures that donor engagement with all schools, colleges, and athletic programs as well as interdisciplinary programs and key university priorities are integrated into solicitation calendars and plans. The Director reports directly to an Assistant Vice President for Development and supervises student workers engaged in the annual giving program. The Director of Annual Giving is expected to support CWU's commitment to diversity and to bring and support inclusion into the university environment. This opportunity is based in Ellensburg, Washington with the possibility of remote flexibility as necessary.

## RESPONSIBILITIES

The Director of Annual Giving will have the following primary responsibilities:



## PROGRAM PLANNING AND STRATEGY

- Works with UA staff and vendors to develop and execute a strategic, multi-channel annual giving program focused on successfully executing mass solicitations and special projects, increasing annual revenue, and providing a pipeline of leadership annual, mid-level, and major gift prospects and donors.
- Manages a complex annual solicitation calendar, and ensure all solicitations reflect Annual Giving's goals and university priorities, incorporating best practices into all efforts.
- Works with schools, colleges, Athletics, and other programs as appropriate to support annual fundraising goals for their programs.
- Integrates annual giving solicitation plans with stewardship plans and giving societies, and coordinate all activity with UA staff.
- Represents University Advancement goals when working with university partners on annual giving projects and strategies.
- In collaboration with the Assistant Vice President for Development, oversees the management of the Leadership Annual Giving and Engagement program and staff.
- Contributes to the management, training, coaching, and priority setting for the Leadership Annual Giving and Engagement Officer.
- Manages annual giving budget, including vendor relationships as necessary.

## DATA ANALYSIS AND REPORTING

- Works with UA staff and technology platforms to ensure that reports are available and shared with Advancement leadership to track annual giving performance.
- Identifies new and creative solicitation strategies by analyzing data from past performance.

## LEADERSHIP AND MANAGEMENT

- Actively engages in recruitment and hiring efforts for new students and full-time employees.
- Clearly defines performance expectations, ensure accountability, and provide ongoing feedback, coaching, and mentoring.
- Develops and fosters a supportive working environment through motivation and engagement. Ensures students have necessary resources and promote professional development opportunities where possible.
- Recognizes value of and promote diverse workforce. Value and encourage diverse perspectives, creativity, and teamwork.

## QUALIFICATIONS

The ideal candidate will bring most of the following qualifications and skill sets:

- A genuine passion for student-oriented education at a comprehensive university; a commitment



to – and the ability to effectively communicate – the mission, vision, and values of Central Washington University.

- A minimum of three to five years of direct experience in annual giving, preferably in a higher education or independent school setting.
- A creative, forward-thinking, and flexible leader with demonstrated ability to create and manage complex annual plans.
- Knowledge of current tools, techniques and strategies related to annual giving solicitation.
- Demonstrated expertise in using large data sets and data analysis to inform fundraising strategy.
- Demonstrated commitment to inclusion and willingness and/or experience working with students and/or co-workers from a wide range of abilities, backgrounds, and experiences.
- Strong interpersonal and communication skills with an inspiring and persuasive ability, including superior written, verbal, research, critical thinking, and presentation skills.
- Solid command of advancement technology and donor database management, ideally Raiser's Edge software.
- Demonstrated experience in sophisticated segmentation of donor constituent groups and use of annual giving tools, techniques, and technology platforms would be an advantage.
- A bachelor's degree is required; an advanced degree would be an advantage.

## COMPENSATION AND BENEFITS

The salary range for this position is \$70,000 to \$90,000 and includes CWU's impressive array of benefits: medical, dental, life and disability insurance, flexible spending account (FSA), dependent care assistance plan (DCAP), retirement plans that include employer matching and optional savings plans, supplemental retirement savings plans, 10 holidays with personal holidays, vacation and sick leave plans, tuition assistance for staff and dependents, town-wide discounts, an employee assistance program for individualized counseling, telework option, and a wellness incentive program. Learn more at [www.cwu.edu/hr/benefits](http://www.cwu.edu/hr/benefits).

Per Governor Inslee's [Proclamation 21.14.1](#), CWU employees are to be fully vaccinated against COVID-19 as of October 2021. Your vaccination status will be verified if/when a job offer is made. Information about how to apply for medical and religious accommodations are available here: [www.cwu.edu/hr/](http://www.cwu.edu/hr/). Failure to meet the vaccination policy (or approval of a medical or religious accommodation) will result in revocation of the offer.

## APPLICATION

CWU has retained Campbell & Company to conduct this search. To be considered for this opportunity, please send a letter of interest and resume to:

[AnnualGivingCWU@campbellcompany.com](mailto:AnnualGivingCWU@campbellcompany.com)



1200 6<sup>th</sup> Avenue, Suite 600  
Seattle, WA 98101