

**Boyden Executive Search Contact**Lisa Vuona | 508.320.6445 | [lvuona@boyden.com](mailto:lvuona@boyden.com)Beth Parsons | 617.592.0473 | [bparsons@boyden.com](mailto:bparsons@boyden.com)**Sarah Lawrence College**

Founded in 1926, Sarah Lawrence is a prestigious, coeducational liberal arts college that consistently ranks among the leading liberal arts colleges in the country. Sarah Lawrence is known for its pioneering approach to education, its rich history of impassioned intellectual and civic engagement, and its vibrant, successful alumni. In close proximity to the unparalleled offerings of New York City, the historic campus, located in southern Westchester, is home to an intellectually curious and diverse community.

**Position Summary**

The College seeks an Associate Director of Annual Giving to manage and oversee the annual direct marketing campaign, advance its fundraising volunteer program, and maintain and grow participation in The Fund for Sarah Lawrence. This position reports to the Senior Director of Alumni Relations & Annual Giving.

The Associate Director will play a critical role in creating and executing direct mass marketing appeals and designing and disseminating targeted solicitations aimed at increasing engagement and philanthropy across constituencies. The Associate Director will work closely with the development operations team to analyze and monitor data, identify trends in giving, and maximize growth opportunities.

In addition to developing and executing the strategy for Sarah Lawrence's direct mail program, the Associate Director will cultivate and manage key volunteer relationships that will help to advance the College's annual giving goals and priorities. This individual will carry a portfolio of annual giving donors, cultivating, soliciting, and stewarding support.

**Principal Responsibilities****Direct Marketing**

- Work with communication teams to craft compelling communications to engage volunteers and potential donors.
- Develop and disseminate impactful individual fundraising appeals, increasing engagement and giving across constituencies.
- Coordinate efforts with mail house, communications, and operations teams to execute annual giving appeals.

**Volunteer Management and Direct Solicitation**

- Identify, recruit, and maintain a portfolio of fundraising volunteers, managing solicitation strategies to support achieving participation and fundraising goals.
- Plan and execute fundraising volunteer meetings and trainings as necessary to engage, cultivate and steward fundraising volunteers.
- Identify and recruit Reunion volunteer committee members, solicit gifts, and drive the strategy for the annual giving solicitation of Reunion classes.

**Reporting**

- Work with the development operations team to develop reports, metrics, and analysis systems.
- Monitor and analyze the annual giving program's performance, focusing on opportunities to improve results and meet annual goals, implementing appropriate interventions when necessary.

**Qualifications**

- Bachelor's degree or equivalent and 4-6 years of experience in development in an educational or nonprofit setting preferred.
- Ability to lead, motivate, and evaluate staff and volunteers to accomplish fundraising goals.
- Experience with direct mail, Raiser's Edge, and performance analytics.
- Excellent written and verbal skills.
- A demonstrated ability to plan and execute time-sensitive projects simultaneously.
- Successful candidate will be a goal-oriented team player with a strong understanding of successful annual giving strategies.

**Boyden Contacts**

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**About Boyden**

Founded in 1946, Boyden global executive search was the first firm to focus entirely on retained executive search. Others would soon follow, using many of the basic tenets and principles that Sidney Boyden put in place: maintaining a strict code of ethics and standards; establishing a global presence; creating uniform processes; and working with highly experienced business partners. These aspects of Sidney Boyden's vision are still in use today.

Boyden continues to be a leader in the executive search industry. Through the ever-expanding use of cutting-edge technology, while always adhering to strict ethical standards, we remain true to our rich heritage as the founders of retained executive search. We cover the globe with over 70 offices in more than 40 countries, led by resident professionals adept at working in a global economy. We are poised to help our clients find the people who will lead them today and into the future. In addition to retained executive search, Boyden works with clients seeking advice regarding their Boards. We also assist clients with interim management and leadership assessment.

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