

## **Director of Annual and Planned Gifts**

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Hampton University is seeking a dynamic and experienced professional to join our Office of Advancement and External Engagement as the Director of Annual and Planned Gifts. The successful candidate will play a pivotal role in driving philanthropic support for the university by developing and implementing comprehensive strategies for annual and planned giving programs.

- Develop and execute strategic plans for annual and planned giving initiatives aligned with the university's overall fundraising goals.
- Collaborate with key stakeholders to identify funding priorities and create compelling cases for support.
- Build and maintain relationships with current and prospective donors to secure annual and planned gifts.
- Implement effective stewardship programs to engage donors and enhance their connection to Hampton University.
- Design and manage annual giving campaigns, including direct mail, online giving, and special events.
- Utilize data analytics to identify and segment donor populations for targeted solicitation strategies.
- Develop and promote planned giving opportunities, including bequests, trusts, and other deferred giving options.
- Provide information and support to donors interested in making planned gifts, working closely with legal and financial professionals as needed.
- Collaborate with colleagues across the university to integrate annual and planned giving efforts with other fundraising initiatives.
- Provide leadership and direction to a team of fundraising professionals, fostering a collaborative and results-driven culture.

### **Qualifications:**

- Process knowledge of and familiarity with the Hampton Roads area philanthropic community
- Proven ability to work independently and handle multiple relationship situations concurrently
- Self-starter in developing prospect leads and pursuing gift plans for prospective donors with an ability to move easily between major gifts and planned giving
- Proficient computer skills: Microsoft Office, software platforms and database management
- Ability to use discretion, maintain confidentiality of information and other related matters

### **Requirements:**

- Bachelor Degree and related experience in prospect identification, strategizing and solicitation of planned gifts
- Ability to clearly articulate the fundraising priorities of the University in supporting the mission of Hampton University
- Adheres to all University policies and procedures as it relates to the Code of Conduct
- Must have some work schedule flexibility and ability to travel to meetings and donor visits
- Previous experience in university advancement, alumni affairs or higher education a plus

### **How to Apply**

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Please submit a cover letter, resume, and a completed Application for Educational Support Staff Employment either via email at [HROFFICE@hamptonu.edu](mailto:HROFFICE@hamptonu.edu) or fax to (757) 727-5969:

Office of Human Resources  
Hampton University  
Hampton, VA 23668

*\*\*No phone calls*

*\*\*Incomplete applications will not be considered*

Visit [Human Resources – Hampton University Human Resources](#) to retrieve the educational support staff employment application and other supplemental application materials.