



Annual Fund Director Position Description

Position Title: Annual Fund Director
Classification: Exempt
Reports to: Chief Development Officer
Location: Marriott Scout Service Center

Department: Development
Position Type: Full-Time

Position Summary

The Director of Annual Fund leads NCAC's Annual Giving program (a.k.a. "Friends of Scouting" campaign). The Annual Fund is a vital part of NCAC's annual operating budget, providing unrestricted revenue to support overall organizational capacity. This position secures individual and some organizational donations primarily in the <\$5,000 range from multiple stakeholder groups across the organization such as current Scout families, Scout alumni, and Eagles Scouts. The Director also assists the Chief Development Officer in executing annual fundraising campaigns among current and former Executive Board members and other associated volunteer leadership groups. This position is an exciting opportunity to grow NCAC's annual fund over the next three years to align with the organization's 2026-2028 transformational strategic plan.

Primary Responsibilities

- Plan and execute NCAC's Annual Fund program in order to achieve minimum \$1.5 million in annual unrestricted funding. (NCAC's fiscal year is January 1 to December 31). This responsibility involved renewing current donors, engaging lapsed and deeply lapsed donors, and significantly increasing current donor files
- Manage a multi-channel vendor-led direct response program to cultivate and solicit lower-dollar donors to make annual and/or recurring gifts to NCAC. This responsibility includes setting annual revenue targets, optimizing a production schedule, assisting with creating and approving narratives and appeals, facilitating data exchanges for mailings, tracking and reporting on progress, and planning strategic growth initiatives.
- Design and execute a minimum of two annual telethon-style "giving days" typically occurring the spring and fall seasons. Giving days are opportunities to utilize over two dozen NCAC staff to contact donors to provide acknowledgement for previous support and to solicit renewal support of the organization.

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- Develop and implement a fundraising and partnership strategy that effectively engages new and current donors through best practice and innovative cultivation, communication, and stewardship strategies to create pathways for charitable giving.
- Develop and implement an Eagle Scout strategy to better connect with some 20,000 Eagle Scouts in and/or from the greater Washington, DC region in support of NCAC's mission and vision. Eagle Scouts are a largely untapped resource of financial support and advocacy for NCAC.
- Special responsibilities as assigned by the Chief Development Officer or Scout Executive.

Qualifications

Education:

- A college degree from an accredited college or university is required.

Experience:

- A minimum of 5 years of successful experience in annual fund-style fundraising.

Skills:

- Demonstrated skills in setting priorities, achieving objectives, recruiting and organizing volunteers.
- Provide a positive professional example to Council staff and volunteers.
- Ability to communicate effectively with top corporate and community leaders.
- Ability to read and interpret documents.
- Organizational skills and proven ability to work with minimal supervision.
- Ethical conduct and confidentiality.
- Strategic thinking, decision making and problem-solving skills.
- Computer proficiency (Microsoft Office Suite and online applications).
- Strong communication proficiency (written and verbal).

Working Conditions

This position operates in a professional office setting and uses standard office equipment including computers, phones, calculators, and multifunction copiers. Work hours are 8:30am to 5:00pm Monday through Friday. Occasional evening and weekend work may be required, along with limited travel.



Must be able to walk, sit, stand, use hands for handling objects, reach with arms, climb stairs, balance, stoop, kneel, crouch, crawl, and communicate effectively. As required lift or move up to 35 pounds. Visual requirements include close, distance, color, peripheral vision, depth perception, and the ability to adjust focus.

Performance Metrics

- Fundraising goals
- Donor engagement goals
- Donor retention goals
- New donor/acquisition goals

Other Duties

This job description is not exhaustive and may be updated or modified at any time. Additional duties, responsibilities, or activities may be assigned as needed.