



Vice President of Advancement

Department: Advancement
Supervisor: President
Status: Full-Time
Classification: Exempt

MISSION

Maĥpiya Lúta embraces Lakĥota and Jesuit Catholic values and teachings to grow as a community through education, spiritual formation, Lakĥota language, art, and culture.

Position Summary:

The Vice President for Advancement will play a key role in leading Maĥpiya Luta | Red Cloud to significantly strengthen its financial base so that it is able to develop and grow. The Vice President for Advancement is responsible for designing and implementing comprehensive institutional fundraising programs and recruiting and developing talented team members focused toward the ultimate goal of significantly increasing constituent involvement and fund-raising outcomes. The advancement function includes responsibility for annual fund, corporate and foundation relations, major gifts and gift planning, endowment, capital campaigns, and alumni and constituent relations efforts, stewardship, and advancement services.

I. Essential Job Functions:

1. **Develop and build a fundraising team**
 - a. Identify, evaluate, and assign the various areas of responsibility for the entire advancement team
 - b. Assign team responsibilities/functions to appropriate people
 - c. Staff areas not able to be covered
 - d. Determine what training is helpful for each functional area and make the training available

2. **Develop, implement and manage a tactical marketing approach maximizing financial performance and integrating all development efforts listed into one cohesive overall program.**
 - i. **Direct Mail**
 1. Increase new donors headcount each Fiscal Year
 2. In coordination with direct mail consultant, determine the most effective strategy for mail schedule
 3. Determine what “asks” seem to generate greater response
 4. Determine which appeal themes seem to be more productive than others
 5. Determine the most cost effective yet revenue raising strategies for direct mail

 - ii. **Wills and Estates**
 1. From the giving histories that we have, identify donors to approach and solicit to become a part of the (Estate)Legacy Society
 2. Develop an effective way to approach people about leaving a will legacy
 3. Develop a marketing strategy to share about estate giving to ML | RC

 - iii. **Foundation Grants**
 1. Increase number of foundations who give to ML | RC each Fiscal Year
 2. Develop a list of new foundation prospects likely to be attracted to ML | RC
 3. Research and identify the most effective approaches to targeted foundations

4. Continue relationships with foundations already helping ML |RC
5. Determine the most effective means to develop the actual “ask”
6. Determine the most efficient/effective means by which to approach a foundation

iv. Charitable Gift Annuities

1. Increase charitable gift annuities each Fiscal Year
2. Mine existing annuitants for new annuities
3. Strive to increase the base level of new annuities
4. Investigate the possibility of deferring annuity payments

v. Raiser’s Edge Database

1. Maintain a healthy database following best practices in coordination with DBA
2. Investigate improvements as needed in coordination with DBA
 - a. Monitor and clarify database issues with Fenske
 - b. Continue database maintenance

vi. Pledge Program

1. Monitor the static size, annual growth and realized revenue
2. Constantly analyze the long term benefit of a pledge program vs. regular solicitation letters
3. Continue to evolve a strategy for increasing pledge levels for each donor

vii. Planned Giving

1. Further develop charitable gift annuity giving, in addition to, will and estate giving
2. Explore other planned giving programs that could be developed to benefit ML |RC
3. Update frequently the appropriate strategies to implement those additional programs and fundraising efforts
4. Evolve and maintain a sophisticated giving menu to match donors with their giving capacity
5. Update appropriate materials for each of the programs involved in the plan giving menu

viii. Donor Development

1. Maintain strategy for increasing giving levels of donors
2. Monitor how are we moving people up the ladder
3. Examine how are we increasing the frequency of their giving
4. Determine which donors to stop mailing

ix. Special Events

1. Assess past efforts at holding special events
2. Determine which types of events (eg. Cocktail parties, communion breakfasts, small gatherings of friends, etc) are most productive and schedule appropriately
3. Arrange special events on the local level to increase awareness among the school staff, students and families

x. Major Gifts

1. Continue efforts to identify donors with major gift capability

05/2024

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2. Leverage Raiser's Edge, and other prospect research methods to continue to accomplish goal of identification
3. Maintain realistic strategy for developing relationships with potential major donors
4. Continually monitor the strategy for preparing the donor for the actual "ask"
5. Maintain the number of staff sufficiently confident to make personal contacts

xi. Heritage Center

1. Continue the integration of the Heritage Center program within the overall organization
2. Develop new strategies to convert Heritage Center visitors into Red Cloud supporters
3. Utilize the beauty of the Heritage Center to creatively communicate the RCIS story

II. Job Qualifications and Skills:

- The Vice President for Advancement shall have the ability to lead her/his team while maximizing their full potential.
- Must possess a Master's Degree
- Five years of documented fundraising.
- Regardless of the socio/economic situation s/he finds themselves in, s/he is comfortable in any environment.
- Active listener; hears both what is being said and not said.
- Able to convey our mission message from the perspective of those we serve.
- Be able to identify what an individual donor needs, to make a donation.
- Represents ML |RC with pride befitting the institution.
- Unwilling to compromise their high standard of ethics.
- Maintains balance between employees and donors consistent with ML |RC Mission.
- Continually seeking new ethical streams of funding.

Red Cloud prefers but not requires this position to be filled with an Indigenous professional with Human Resources experience with a passion for promoting Indigenous leadership.

To Apply:

Brenda Bad Heart Bull, Executive Director of HR
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