

# Career Longevity in Annual Giving

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# Observed changes in the Annual Fund

- ▶ Longer tenure in AF
- ▶ Minimum requirements have increased
- ▶ Changes in STAFF Conference breakout sessions

# What are you doing in the Annual Fund?

- ▶ Do our institutions' leadership really feel our work is as important as we feel it is?
- ▶ Is our work important?
- ▶ How does your time in the AF fit into your career trajectory?

# AF Longevity

- ▶ Why do people leave the AF?
- ▶ What can you do to keep in interesting?
  - ▶ New skills
  - ▶ New tools
  - ▶ Boxes
  - ▶ Mentoring
  - ▶ Remind yourself of importance of AF

# The Evolution of Annual Giving

- ▶ Not just a gateway anymore
- ▶ Moving to a “flatter” organization
  - ▶ Silos vs. utility players
  - ▶ Matching talent with task

# How do we get there?

- ▶ Tenure- and performance-based compensation
- ▶ Prospect and project portfolios for all gift officers
- ▶ Remote development officer positions

# Staff Retention

What does it mean to “retain” staff? Should staff retention be a manager’s goal?

# The Strength of “Veterans”

What is the added value of having staff members with long tenure?

# Optimal Traits for Annual Giving Staff

Are employees who want to stay put the kind we want to hire?

# The Challenge of Rising Stars

Is it a good idea to hire a highly motivated rising star who you know will move on after a short tenure?

# Fixed-length Contract Employees

What are the challenges and benefits?

# Skill Transferability

Are the qualities that make a successful annual fund officer the same as the qualities that make a successful major gift officer?

# Remote Development Officers

What are the challenges and benefits?