

Career Longevity in Annual Giving

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STAFF Conference 2014

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?