



**Director of Planned Giving**  
**Office of Institutional Advancement**

---

**Position Summary:**

The director will manage a comprehensive planned giving program leading the institution's increased emphasis in this area.

**Preferred Qualifications:**

A personal commitment to Jesus Christ and support of the Christian character and mission of Sterling College. A clear understanding of and ability to articulate the distinctives of a Christian liberal arts education. Determined, self-motivated, creative, organized, and able to present a persuasive case for support of the College. At least five years of planned giving experience, preferably in a higher education setting. Experience in a related field will be considered. Experience working with a College/university foundation desired. Bachelor's degree required; Masters preferred. Excellent oral and written communication skills. Success in closing gifts is essential. A strong command of deferred giving vehicles required. An understanding of marketing and market segmentation and an enthusiasm for external relations. Proven strategic planning skills. Must enjoy contributing to a team effort. A willingness to travel is required.

**Responsibilities:**

- Collaborate with volunteers, senior administrators and the advancement team of the College in identifying, qualifying, cultivating and soliciting gift planning prospects.
- Provide advice to the Sterling Foundation
- Prepare written and oral presentations to individual prospects.
- Conduct 15-18 face-to-face prospect visits monthly with the goal of soliciting 30-50 prospects a year.
- Build and maintain a portfolio of 150-200 prospects.
- Coordinate the arrangements for visits of prospects and donors to the campus and for meetings with College administrators; suggest such meetings as necessary.
- Develop and continue the growth and refinement of a marketing plan for planned giving and endowment growth.
- Coordinate the planned giving donor recognition program.
- Maintain up-to-date knowledge of deferred gift vehicles.
- Provide for continuing stewardship of prospective and existing donors.
- Maintain a current list of Kelsey Society members
- Write a planned giving article for the back page of Sterling's Magazine

**Reports to:** Vice President for Institutional Advancement