



Hiring and Paying a Advancement Director

Determine what your broadest expectations of the advancement director are:

- Will this person be responsible for marketing and enrollment; for annual appeal; for the overall fundraising budget; for special events; for the alumni program; for all communications? Is this position school only or school and parish?

What are you able to pay?

- Is this full time or part time; ten months or twelve; will this person have access to any sort of office support; are there benefits involved, either standard benefits or a reduction in tuition or childcare fees; how flexible will the hours be; what can you afford?

What will the advancement office budget be?

- In addition to the tools for the office (*see Tools for a Advancement Office*) which cost between \$2,500 and \$3,000 (*and can, if necessary, be added incrementally*) there are the costs of doing business: postage and printing, professional advancement opportunities, entertainment and gifts (minimal, but a necessary expense), etc.

When you are ready to begin a search, look internally first (a teacher, a parent, a volunteer who would like to expand their responsibilities) and then ask OCS for help in training and mentoring. As a general room, look for someone with these characteristics:

- Vision
- Mission driven and margin oriented
- Leadership skills
- Passion for your school
- Great communication skills
- Good organizational skills
- Someone who is not afraid to ask others for money or for help.

(Job descriptions are available at the Resource Portal or from an OCS Advancement Consultant who will also be happy to help with the interview process.)

Don't expect to find a person with these characteristics who will work, even part-time, for less than \$15,000. For that salary, you might find a good candidate who would work 2 days a week who will essentially donate extra time while preparing for a special event. (For context, \$15,000 a year for two days of work is about \$18 an hour which is very little for this kind of work.)

- Consider announcing this as a temporary position so that if your hire turns out to be a less than great fit you have an out.
- Decide what you can afford and then manage to that salary.
- Look for a person who understands that advancement work is a calling; then help protect that person from "job creep."
- For budgeting purposes only, learn how advancement work might be assessed in job allotments or in calendar allotments and budget the advancement salary that way. For example 30% --or January, February and May--for enrollment and marketing. Thirty percent--October, November, December--for annual appeal. Don't budget salary in these cost centers, though; budget it in salary.
- Avoid thinking that this person should be raising the funds to cover their own salary.
- Some schools share a advancement officer; this can work as long as the expectations are very, very clearly defined and that there is perfect harmony between the sharing principals and pastors!

If you are fortunate enough to have room in your budget for a full-time person, expect to pay at the very least \$40,000. (We know of schools in the Archdiocese who are paying well over that amount.)