



DIRECTOR OF ANNUAL GIVING

ASHEVILLE SCHOOL

ASHEVILLE, NORTH CAROLINA



Aspen Leadership Group is proud to partner with Asheville School in the search for a Director of Annual Giving.

The Director of Annual Giving will be responsible for the growth of and donor retention for the Blues Fund, which provides vital operating funds and ensures that Asheville School's immediate and greatest needs are met including providing essential financial aid and scholarships, faculty salary support, professional development opportunities, and more.

Asheville School is a private, coeducational, university-preparatory boarding and day school located among the Blue Ridge Mountains of North Carolina. Founded in 1900, the school is intentionally small with 295 students in grades 9-12. Asheville students arrive from twenty-three states and twenty-four countries, bringing a broad range of backgrounds, interests, and talents. Being away from home means Asheville students rely on their own judgement, developing strong character and gaining essential life skills in the process. Asheville students are passionate about learning and motivated to excel. Small, active classes ensure that students and teachers engage in lively discussions that encourage critical thinking. Sixty-seven courses are offered at Asheville School, including 22 Honors and 16 Advanced Placement classes. Asheville students have many opportunities to explore fine arts, with programs for both accomplished and beginner artists in music, theatre, dance, and the visual arts. Students at Asheville School excel outside the classroom as well, with all first- and second-year students participating in at least one of 19 interscholastic athletic teams. In addition, Asheville School supports dozens of student clubs—everything from investing and debating to film and Model UN. There are also ample opportunities for students to engage in service projects, both on campus and in the greater Asheville community, as well as a full calendar of extracurricular and social activities throughout the week and on weekends.

The work of students and faculty at Asheville School is driven by a mission to be a diverse and nurturing community that challenges and supports the mind, body, and spirit of students by developing their resilience, intellect, and character. The school values are rooted in an Honor Code that relies on honesty and truth at all levels.

As one of the premier boarding schools in the nation, it comes as no surprise that one hundred percent of Asheville School graduates continue to college, being accepted to the nation's most prestigious institutions including Northeastern, Duke University, Georgia Tech, Yale, Columbia University, Cornell University, NYU, UNC at Chapel Hill, Wake Forest University, and many more. Asheville School faculty are no less accomplished—80% hold advanced degrees.

REPORTING RELATIONSHIPS

The Director of Annual Giving will report to the Director of Philanthropy, Ashly Maag.

FROM THE DIRECTOR OF PHILANTHROPY

For more than 120 years, students have come to this small and special enclave among rugged mountains to learn, grow, and stretch themselves in mind, body, and spirit as they come into being the best version of themselves. Time and time again in meetings with alumni, they say their Asheville School experience was their most impactful in their journey to adulthood. Their heart is with Asheville School more than their college or university. And that is fundraising gold.

At this inflection point in the school's history, we are primed to leverage that enduring gratitude and shared experience to create transformational change with our philanthropic engagement. As we prepare to launch a capital project for the creation of a new dining hall and student center, we are poised to engage donors in a strategic, meaningful way with growth of our annual fund, the Blues Fund, as a cornerstone of the work ahead.

The Director of Annual Giving will be a strategic appointment to a growing, motivated team that is excited to work together and play an integral role in propelling the school forward. The successful candidate for this position will find purpose in building a pipeline of donors through strategic outreach and meaningful engagement. Most important to the candidate's success in becoming part of the team, however, will be the ability to laugh and have fun while doing the work. If you're looking for a purpose-driven job as a member of a team focused on improving the lives of generations of young people, we look forward to meeting you.

—Ashly Maag, Director of Philanthropy

ASHEVILLE SCHOOL'S COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

Asheville School believes in intentionally seeking different perspectives and fostering equity. The Asheville School community is stronger when each individual's voice is a valued and respected part of the conversation. Growth is experienced through exploration, understanding, and respect for the differences and similarities that are the foundation of the most essential piece of the Asheville School experience. Asheville School's inclusive culture has made it a stronger institution and has increased both the vibrancy of the community and the breadth of learning capacity of each student. Asheville School has always been a place where students are asked to think deeply and carefully. The school is engaged in an ongoing process of evaluating its academic curriculum to ensure that the voices of all people in the nation and others from around the world are integrated into its curriculum.

Asheville School is committed to a student population that reflects the broad diversity of people in this country and the world. Asheville School actively seeks to enroll students from underrepresented groups. As a result, over 30% of enrolled students in the most recent admissions cycle were from traditionally underrepresented groups. The Board of Trustees, the governing body of the school, is equally committed to having members who reflect a broad array of backgrounds.

PRIMARY RESPONSIBILITIES

The Director of Annual Giving will

- design and lead a strategic annual giving program to meet the school's philanthropic needs;
- create and manage all aspects of the Blues Fund's annual giving strategy through multichannel efforts such as direct mail, email campaigns, giving days, and off- and on-campus engagement opportunities;
- plan and execute Giving Days and programs to engage annual fund donors from across the school's diverse constituencies and build a network of volunteer peer influencers to support the work of the Philanthropy Department;
- work in partnership with the Director of Alumni Relations to develop and manage a Reunion Giving program that supports alumni engagement and philanthropy;
- maintain a portfolio of approximately 100 prospects with strategies to cultivate and steward annual gifts, identify, and prioritize prospects for annual gift donors of \$1,000 to \$25,000 with a focus on next-generation donor cultivation;
- collaborate with major gift officers to steward donors through the arc of cultivation to build a pipeline of major gift donors;
- support the Philanthropy Department at events, meetings, and other opportunities to engage with the school's diverse constituents; and
- educate and inform donors on ways to support the school that are aligned with their philanthropic goals.

LEADERSHIP

Anthony Huston Sgro Ed.D. '84

Head of School

Anthony H. Sgro is currently Head of School at Asheville School. Dr. Sgro graduated from Asheville School in 1984.

Prior to his current position, he was Head of School at Rabun Gap-Nacoochee School from 2011 to 2019. Located in Rabun Gap, Georgia, the school is a co-educational boarding and day school enrolling students in grades PK-12 for a total school enrollment of over 600.

From 1999 to 2011, Dr. Sgro served on the faculty of Woodberry Forest School in Woodberry Forest, Virginia. He ended his tenure at the school serving as Assistant Headmaster and Dean of Students. He served as Director of External Relations, teacher, coach, advisor, and residential master during his term at the school.

Dr. Sgro worked for a decade in public policy before he chose to pursue a career in education. From 1993 to 1997, he was Deputy Director of Policy in the Governor's Office in the Commonwealth of Virginia. He developed and coordinated the dissemination of the Governor's policy message from eight cabinet secretaries. He was also responsible for lobbying the legislature on behalf of the Governor. From 1997 to 1999, Dr. Sgro taught capstone classes as a lecturer in the Hampden-Sydney College Government department.

Dr. Sgro currently serves on the boards of The Association of Boarding Schools, Spoleto Study Abroad (chair), and The Heads Network. He has served on the boards of the Wilson Center for Public Service at Hampden-Sydney College, St. Andrew's School Development Committee, the Virginia Israel Commission, and the Development Committee of the College of Architecture and Public Affairs at Virginia Tech. He is a member of the Cum Laude Society and Sigma Alpha Epsilon.

Dr. Sgro attended Hampden-Sydney College and holds his bachelor and master's degrees from Virginia Tech. He earned his doctorate at the University of Pennsylvania. His dissertation topic was an examination of the role of parents in the governance structures of independent boarding schools. He was a 2016 Klingenstein Fellow at Teachers Colleges of Columbia University.

He is a graduate of the Diaconal Formation Institute of the Diocese of Virginia. He was ordained to the diaconate in the Diocese of Atlanta of the Episcopal Church.

Ashly Maag

Director of Philanthropy

Ashly Maag is in her fifth academic year at Asheville School, having served as Associate Director of Advancement prior to being appointed Director of Philanthropy in July 2022. Her role at Asheville School is built upon a thirty-plus year career in nonprofit management and fundraising. Before coming to Asheville School, she served as Community Investment Manager at Mission Health overseeing over \$200 million of strategic annual community benefit donations and services across 18 counties. She also served as Senior Major Gift Officer with Mission Foundation, responsible for the development of cases for support and donor engagement in initiatives for Population Health.

Prior to joining Mission Health, Maag served for nine years in the Advancement Department at Carolina Day School—first as Director of Annual Giving and Alumni Relations and finally as Director of Advancement. She also has held leadership positions in other Asheville-area nonprofits including Kids Voting of Buncombe County, The Health Adventure, and the Asheville Downtown Association. She has served as an independent consultant facilitating strategic planning, results-based accountability, and board training for numerous nonprofits.

Maag earned her undergraduate degree from Sewanee: The University of the South as a Religion major and has remained involved with her alma mater in roles as annual giving class agent and two-term Trustee representing the Episcopal Diocese of Western North Carolina. She earned her Master of Public Administration from the University of North Carolina at Chapel Hill.

In her current role at Asheville School, Maag creates data-led strategic fundraising initiatives which support faculty in their work to create the next generation of global citizens and leaders and leads a team of purpose-driven colleagues in the joyful cultivation of philanthropic gifts.

Ethan Dodson

Senior Director of Major Gifts

Ethan Dodson is in his first year at Asheville School and leads the major gift strategy for some of the most generous donors to Asheville School. Prior to coming to Asheville School, he worked in higher education fundraising for 17 years and held positions at the University of Virginia, NC State University, and Appalachian State University. He served in a variety of roles within each institution including reunion giving, regional development, college-based fundraising, parent and annual giving, and extensive board development. He has supervised a small team of fundraisers that yielded multiple years of meeting multi-million-dollar goals.

Dodson received a bachelor's degree in Communication and a master's degree in Higher Education Administration, both from Appalachian State. As a native Western North Carolinian, he is passionate about education, advocating for the needs of students, and helping donors achieve their philanthropic goals.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Asheville School seeks a Director of Annual Giving with

- a commitment to the mission of Asheville School—to challenge and support the mind, body, and spirit of its students by developing their resilience, intellect, and character;
- a deep understanding of the psychology of giving, donor cultivation, and types of gifts (cash, securities, properties, bequests/trusts/legacies, etc.);
- an ability to effectively cultivate and solicit donations from individuals;
- superior oral and written communication skills;
- excellent interpersonal skills and an ability to connect and build rapport with diverse groups of people;
- an ability to collect and translate data to inform action plans;
- an ability to quickly learn and apply technology effectively;
- good judgment and an ability to handle confidential information with discretion;
- attention to detail and highly developed organizational skills;
- integrity, curiosity, a willingness to try new things, resilience, approachability, and kindness; and
- fluency with Microsoft Office Suite and CRM systems (Blackbaud's Raisers Edge preferred).

A bachelor's degree or an equivalent combination of education and experience is preferred for this position as is at least three years of fundraising experience. Asheville School will consider candidates with a broad range of backgrounds. If you are excited about this role and feel that you can contribute to Asheville School, but your experience does not exactly align with every qualification listed above, we encourage you to apply.

SALARY AND BENEFITS

The salary range for this position is \$80,000 to \$110,000 annually. Asheville School offers a comprehensive package of benefits including a 403(b) retirement plan with employer contribution plus match and a leave program that is aligned with student school breaks.

LOCATION

This position is in Asheville, North Carolina.

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Asheville School as well as the responsibilities and qualifications presented in the prospectus.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit: [Director of Annual Giving, Asheville School.](#)

To nominate a candidate, please contact Patrick Key, patrickkey@aspenleadershipgroup.com.

All inquiries will be held in confidence.