



# Children's TherAplay

The Children's TherAplay Foundation, Inc.

## Job Description – Annual Giving Manager

<b>TITLE:</b>	<b>Annual Giving Manager</b>
<b>STATUS:</b>	<b>Exempt</b>
<b>EMPLOYMENT TYPE:</b>	<b>Salary</b>
<b>WORK SCHEDULE:</b>	<b>40 Hours per Week Monday-Friday</b>
<b>REPORTS TO:</b>	<b>Executive Director</b>

### **SUMMARY OF PRIMARY DUTIES & REPSONSBILITIES:**

The Annual Fund Manager is responsible for building relationships and supporting the ED in relationship development with annual donors by managing direct mail solicitations, stewardship of annual donors through events, creating and executing a three-year annual campaign plan and generating monthly reports of giving results. This position requires expertise in data mining, query-writing, prospect and constituent management and advanced use of CRM tools.

### **ESSENTIAL PRIMARY DUTIES and RESPONSIBILITES:**

- Work in collaboration with the Executive Director (ED) to establish and implement an Annual Fund development plan.
- In collaboration with the ED, prepare and oversee the preparation and publishing of all development solicitation mailings including but not limited to: annual campaign solicitation letters, Day of Giving, and annual impact newsletter (end of year review).
- Support ED in efforts to build relationships and solicit donors.
- Develop monthly reporting of annual campaign status.
- Develop and execute individual strategies for engaging, cultivating, soliciting, upgrading, stewarding, recognizing, and retaining corporate, individual and major gift donors.
- Lead proper design and implementation of donor recognition and stewardship of all donors.



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- Work collaboratively with the development team to achieve clearly-articulated goals, both individually and as a team.
- Re-engage and renew lapsed donors.
- Track and report progress toward revenue goals and job-related expenses through proper use of the database (Bloomerang) and generate monthly donor reports for tracking and prospecting.

## Essential Skills and Abilities

The following are the core competencies required by this position:

**Commitment To Culture:** Makes a positive contribution to organizational culture. Models our shared values. Is a collaborative teammate. Leads by positive example.

**Bandwidth:** Adequately manages a large workload while focusing on the right things that make a difference. Does not focus too narrowly to the exclusion of other priorities. Really digs in and focuses when necessary. Bounces back quickly from a setback.

**Personal Accountability:** Takes ownership of situations they are involved in and takes externally.

**Stewardship & Retention:** Effectively stewards existing donors with regular value-added contact. Uses communication touchpoints as a tool to deepen relationships and increase future giving.

**Follow-up:** Does smart, effective follow-up after meetings. Communication to donors is clear, prompt, thorough, and forward-focused.

**Lead Generation & Acquisition:** Works diligently to prospect and pursue new leads. Leverages our current supporters to find new potential supporters. Remains determined in their pursuit and does not give up easily.

**Responsibility for What Happens** – good or bad. Doesn't "blame, complain, or defend" if things go wrong, and works quickly to make things right. Recognizes the impact of their actions on team performance. Accepts criticism and feedback.

**Fundraising Skills:** Exhibits strong overall fundraising skills and functions at a high level.

**Relationship-Building:** Builds and maintains relationships effectively both internally and

## Qualifications

- Bachelor's degree or equivalent combination of education and experience.
- 2 to 4 years work experience in development, including experience with annual campaigns and public relations and knowledge of fund development.
- Commitment to and a passion for the mission serving children with special needs.
- Superior writing, speaking, and presentation skills.
- Ability to self-regulate, schedule, and meet deadlines for major donor moves with little to no oversight.
- Strong Microsoft Office (Excel, Word, Outlook, PowerPoint) skills experience.

Interested candidates please email resume and cover letter to Kathy Pelletier

[KPelletier@childrenstheraplay.org](mailto:KPelletier@childrenstheraplay.org)