



Job Description

Job Title: Individual Giving Manager
Reports To: Chief Development Officer

JOB SUMMARY

The Individual Giving Manager works closely with the Development staff to secure the funds needed to advance the programs of Make-A-Wish Central and Western NC. The Individual Giving Manager is responsible for growing annual revenue generated from individual donors and implementing systems for donor outreach and stewardship. He or she manages all individual giving programs for the chapter, including appeals, donor recognition and stewardship, and development and management of giving programs for individual gifts between \$1,000 and \$10,000.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES

Individual and Annual Donor Program

- Primary responsibility for designing and managing annual giving program for individual donors, including generating new ideas and refined processes to increase individual contributions.
- Plan and execute successful strategies to advance the identification, qualification, cultivation, solicitation and stewardship activities for individual donors with the intention of increasing the number and dollar amount of donations up to \$6,000 and the pipeline of donors above \$6,000.
- Maintain a portfolio of 100+ individual donors at the \$1,000+ to maximize revenue production.
- Establish protocols and procedures to identify individual giving prospects with the capacity to give \$10,000 or more sourced from all chapter campaigns.
- Develop and execute successful cultivation and stewardship activities for quarterly and monthly recurring donors (bank/credit card draft, COIN donors, check-writers), including increasing the number of donors through monthly draft.
- Working with the Chief Development Officer (CDO) and the Director of Development Operations (DDO), develop a comprehensive donor stewardship program that considers different levels of recognition and contact from Foundation staff, board members, and volunteers.
- Work closely with Marketing and Communications Manager to ensure external vehicles for fundraising (web, e-news, newsletters, annual report, wish stories) match internal messages, goals and strategies, to develop market-specific collateral material to promote giving options for current and potential individual donors, and to produce annual mailings; facilitate data pulls, messaging, printing and mailing of appeals.
- Ensure prospect/donor moves are tracked appropriately in Raiser's Edge using actions and notes.
- Tracks national direct marketing and online giving results and collaborates with the National Office on opportunities to increase giving at the chapter level.

- Identify and communicate to chapter leadership all potential opportunities and/or relationships that will increase our chapter's ability to raise funds and grant wishes.
- Work closely with colleagues to cross-cultivate constituents and promote the many ways individual donors can support the Foundation including non-cash and in-kind contributions, the gift of frequent flyer miles and hotel points in addition to cash opportunities.

Women's Philanthropy

- Staff Lead for annual W.I.S.H. Society Honoree Luncheon, Women Inspiring Strength and Hope.
- Responsible for recruitment, tracking and stewardship of 20-30 women annually.
- Provide fundraising support for each honoree to exceed their fundraising goal to fund a child's wish.
- Create and execute campaign communication plan for honorees, ticket sales, sponsorship, and general awareness.
- Organize socials and networking opportunities during campaign and for alumnae.
- Integrate mission ambassadors and other elements to inspire women to support the mission of MAW.
- Develop and execute a W.I.S.H. Society Alumni Program to further steward, engage and develop women as donors and supporters of MAW.

Event Support

- Works with Team to strategize on key corporate sponsor prospects generated from individual donors.
- Develop a robust event and post-event stewardship action plan to transform donors from transactional to relational.

General

- At least 50% of the Individual Giving Manager's time should be spent visiting donors face-to-face.
- Provide positive and professional representation on behalf of the Foundation.
- Prepare expense and revenue projections for annual budget; monitor financial results on a monthly basis and strategize accordingly.
- Foster a culture of cooperation and collaboration among the various departments of the Chapter.
- Foster a culture of philanthropy within the organization.
- Other duties as assigned.

Essential Skills and Abilities

- Exceptional communication skills with audiences including individuals or significant wealth, community, corporate, professional, volunteer and grassroots constituencies.
- Ability to manage multiple projects simultaneously and achieve objectives.
- Shows consistent and positive interpersonal and verbal/written communication skills.
- Available to work a varied schedule; evenings and weekends to ensure coverage at professional seminars and events.
- Weekly travel required within chapter territory.
- Experience working with customer/donor databases. The successful candidate should have strong written and oral communication skills and demonstrate creativity and persistence in cultivating current and potential donors.
- He/she should have the ability to manage difficult or complex situations and/or people with tact, confidence, and diplomacy.

Qualifications

- Bachelor's degree. 3-5 years fundraising, non-profit, or relevant sales experience
- Proven track record of success

- Must be able to lift or carry a minimum of 40 pounds
- Available to work a varied schedule, including evenings and weekends
- Valid driver's license and reliable vehicle

To apply for this position, please submit your resume, cover letter, and salary requirements to resume@nc.wish.org by **8.13.19**. Applications without a cover letter or salary requirements will not be considered.

No phone calls, please!