

Children's Hunger Alliance
Position Description

Position: Annual Giving Manager
FLSA Status: Exempt
Reports to: Senior Vice President, Development

Qualifications:

- BA/BS degree in communication, marketing, psychology, or public relations
- Minimum two years experience in nonprofit fundraising. Must demonstrate a track record of increased success in annual fund growth
- Knowledge of personal computer systems and related software (e.g. Microsoft Word, Sage or equivalent donor software, Excel, PowerPoint)
- Experience with online fundraising software, strongly preferred

Knowledge and Skills:

- Fundraising/development principles and practices
- Ethics and integrity
- Organizing and planning
- Creativity and innovation
- Interpersonal skills and savvy
- Attention to detail
- Listening skills
- Approachability
- Written and verbal communications
- Comfort with philanthropic community
- Problem solving and decision making
- Process management
- Drive for results

Key Functions:

- Annual Fundraising – Organizes and oversees the annual fundraising program to engage and solicit past, current, and prospective donors; develops the calendar of events and initiatives that form the annual fund program.
- Creates giving levels and strategies—including benefits and recognition—that encourage increased support of Children's Hunger Alliance each year.
- Direct Mail – Oversees the calendar, development, and implementation of a strategic series of direct-mail fundraising appeals; guides creation of materials.
- Donor Strategy – Develops strategies to cultivate and maximize the organization's relationships with donors; with development staff, ensures that prospects at every giving level are cultivated and managed to meet full giving potential.
- Donor Cultivation & Solicitation – Determines the timing and appropriate team, if needed, to conduct solicitations; prepares appropriate solicitation materials, oversees the meeting logistics, and ensures the follow-up is timely and suitable to conclude a successful solicitation and maintain and enhance the relationship with the donor.
- Gift & Donor Tracking/Reporting – Coordinates with the Stewardship Coordinator the tracking and reporting of gifts to maintain the continuity of contact records and to ensure appropriate recognition and benefits to donors.
- Donor Recognition – Works with the Stewardship Coordinator to ensure fulfillment of agreed-upon annual recognition and benefits for donors.

- Online Fundraising—Manages implementation of new online fundraising software and leads efforts to incorporate software into annual fundraising, individual giving, event registration, and volunteer management
- Policies & Procedures – Oversees the development and implementation of the policies and procedures related to annual fundraising and as approved by the Board.
- Budgeting – Works with the Senior Vice President of Development to plan and create the yearly budget for the annual fund.

For additional information and/or to apply for this position, send your resume and cover letter to 4Kids@ChildrensHungerAlliance.org

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