

Annual Fund Manager Position Description

Summary:

The Annual Fund Manager is responsible for developing and implementing annual giving mailing, email, and social media campaigns for a national membership organization. This individual will work closely with the Executive Director in achieving the organizations fundraising goals. This is primarily an internal position that is responsible for annual fund solicitations that target specific audiences within the membership and growing the number of donors.

Organization:

The nonprofit organization is over 91 years old and is headquartered in the Kansas City area. The annual operating budget is \$2.2 million and the organization's assets are over \$4 million. The membership is located throughout the United States.

Essential Duties:

- Development and implement the annual giving campaign using mail, email, and social media in accordance with annual goals.
- Solicit personally for contributions from donors.
- Strong database skills and knowledge for the highest level of donor/and or member accuracy.
- Gift tracking, acknowledgments and regular reporting.
- Prepares necessary reports for the Executive Director for status updates, strategizing, goal setting and Board meetings.

Additional Duties:

- Coordinate with the Director of Communications for national publications.
- Collaborate with the Alumni Volunteer Coordinator to cultivate new donors through alumni volunteers and alumni associations.
- Prepares annual tribute for donor's publication.

Skills, Abilities, and Knowledge Required:

- Three to Five years' experience in annual giving campaigns.
- Extremely strong writing skills.
- Excellent database and Microsoft Excel knowledge.
- Exceptional customer service skills.
- High attention to detail and accuracy.
- Experience working effectively with volunteer leaders.
- Proven ability to multi-task multiple projects at the same time.

Education:

- Bachelor's Degree preferred or equivalent of three or more years of proven, successful experience in managing an annual fund or related experience, preferably in the non-profit sector.
- Ongoing development training.