



Job Title: Manager, Annual Fund

Reports To: Chief Development Officer

Department: Development

FLSA Status: Exempt

Effective Date: January 2020

Job Summary:

The Manager implements and oversees the execution of a high quality, fully integrated, multi-channel Annual Fund program to meet the Annual Fund revenue goal of \$450,000 that supports the Camp's total Fundraising Goal of \$4.5 million plus annually. The Manager is responsible for renewing, upgrading and acquiring new donors by developing effective Annual Fund strategies to cultivate, solicit and steward donors. Key areas of responsibility include creating and writing: direct mail appeals; digital fundraising messages including email communications/online appeals, social media; and camp's printed publications. Works within camp's donor database software and applications. Use Google Analytics and other benchmarks to track and identify giving trends. Supports strategic planning initiatives, budget planning, and produces annual fund giving analysis, and donor reports.

Essential Duties & Responsibilities:

Annual Fund

- Oversee the development and growth of programs to secure donations from diverse sources to reach and grow the annual fund revenue goal of \$450,000 each year.
- Oversee the Annual Giving Donor Club - Campfire Partners (Gifts of \$1k up to \$10k)
- Develop and implement an annual fund calendar that includes donor-centric strategies /tactics for identification, cultivation, solicitation and stewardship of individuals giving up to \$10,000.00.
- Prepares and writes content and key messages for fundraising materials (includes direct mail appeal letters, newsletters, and digital appeals) to increase donations by engaging donors, volunteers, campers and camper alumni to reach annual revenue goals.
- Responsible for creating content and managing social media platforms in order to increase brand awareness and philanthropic support of existing and new donors. These include but are not limited to: Facebook, Instagram, Twitter, and LinkedIn.
- Develop plans for growing the number of Annual Fund Donors by creating retention strategies, special annual fund campaigns, direct mail and online tactics, monthly giving, recurring donations, peer to peer fundraising, stewardship, and other best practices.

Management:

- Communicate with all Development staff regularly and promote an atmosphere of teamwork
- Establish office systems capable of supporting diverse funding programs
- Provide Reports on revenue and expense budgets, progress, deadlines, goals and objectives as it relates to the Annual Fund and Social Media.

Communications:

- Help to raise visibility of the organization through the implementation of a comprehensive communication plan with specific focus on increasing the utilization of technology: on-line communications, website, social media, bloggers, and mobile devices
- Oversee the Camp's digital presence insuring that information is dynamic, current and continues to draw donors and other key constituents (donors, volunteers, campers/parents, camper alumni, and medical professionals) as well as the public to the site.
- Work with CDO and Development Project Specialist to create communication strategies and timelines for all Camp Boggy Creek events.
- Create copy for and manage the bank of letters for all gift acknowledgements as well as honorariums, memorials and tributes.
- Serve as editor for Camp Boggy Creek publications, print, audio and video.
- Create targeted electronic strategies (e-newsletters, e-blasts/appeals, e-cards/ invitations) providing updates on the organization's accomplishments, compelling mission articles/testimonials, promoting events and other opportunities for involvement with the Camp
- Track, monitor, and report all online-giving results for fund raising campaigns, match opportunities, special events and other projects as identified.

Other:

- Ensure timely and accurate reports, other communication and correspondence
- Provides data base reports, compiles lists including segmentation of donors to support moves management activities of the Development team.
- Provide cultivation tours of camp and external presentations for individuals, civic/community/event participants.
- Perform other duties as assigned.

Qualifications:

Education & Experience:

- Bachelor's degree required.
- Three or more years' full time experience with non-profits and demonstrated track record in reaching fundraising revenue goals
- Experience with annual fund strategies including direct mail and E-philanthropy
- Strong project management skills, detail oriented, organizational and problem solving skills
- Demonstrated hands-on experience, results oriented with proven ability to handle multiple projects and meet deadlines
- Strong interpersonal communication and team-work skills
- Strong skills in diplomacy, maintaining confidentiality, customer service, and professionalism
- Excellent written communication skills to include conceptual copywriting and editing
- Experience with media relations, web management, and graphic design
- Proficiency in Microsoft Office applications
- Donor database experience; Raisers Edge preferred

Physical/Mental Requirements:

- This is a permanent full time position. Requires some weekend and evening hours.
- This position requires physical activity including the ability lift and carry up to 25 lbs.