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Title: Manager of Annual Giving and Stewardship

Reports to: Chief Development Officer

Primary Responsibility: Lead Annual Giving Campaigns and Donor Stewardship Program

Work Schedule: Full-time, 12-month

Classification: Exempt Staff

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The Manager of Annual Giving and Stewardship reports to Chief Development Officer (CDO) and will work closely with the CDO to develop a strategy for the annual giving and stewardship programs and manage the execution of both. S/he is responsible for the timely and effective stewardship of donors to the organization with a focus on the value of giving and the importance of maintaining donor relationships. The ideal candidate should be experienced, highly motivated, strategic, detail-oriented, creative, and collaborative.

**Major Duties:**

**Annual Giving (40%):**

- Develop, implement, and build an aggressive annual giving program to include multi-channel giving and the identification of new donors; engagement and retention of current donors working in consultation with the RMHC-OKC CEO and CDO.
- Oversee online giving portals for annual campaigns, create projects using digital design platforms, utilize various platforms to track and increase donor participation. Prepare comprehensive annual fundraising goals for the annual giving program including objectives, budgets, and operational plans working in consultation with the CDO.
- Manage the annual giving program to achieve annual benchmarks and performance metrics.

- Broaden the current annual giving, direct mail initiatives, and online giving to reflect the organization's priorities to prospective donors.
- Work as a team member to aid the database manager to process up-to-date donor information, data gift entry and acknowledgments.
- Analyze donor data and fundraising results to make informed decisions about fundraising strategies and tactics with the Development team in an effort to move donors to increase giving levels each year.

#### **Stewardship and Donor Relations (40%):**

- Develop and implement a stewardship strategy for the organization, including managing donor relationships, creating recognition programs, cultivating relationships, and ensuring timely and meaningful communication with donors.
- Conduct best practices in donor relations and stewardship, ensuring that proper policies and procedures are in place and executed, including responding to and thanking donors in a timely way, recognizing donors, and reporting appropriately, and protecting donors' privacy and their rights to assure that RMHC-OKC is compliant.
- Create and maintain appropriate policies and procedures for gift acknowledgments, segmenting the acknowledgment system based on giving and working in collaboration with the development support staff.
- Develop and maintain accurate donor records, ensuring that all donor information is properly recorded and updated for stewardship recognition.
- Work closely with the marketing and communications staff to identify and utilize materials and collateral to enhance donor communications and strengthen relationships.
- Participate in the planning and execution of donor events and other stewardship activities to inform donors about the charity's work and the impact of their support with the RMHC-OKC CEO and CDO.

#### **Special Events (20%):**

- Prepare and monitor timelines, event expense and income budgets with CDO for events.
- Obtain bids, coordinate event logistics, facilitate related paperwork and agreements, and successfully execute the events.
- Coordinate rentals, décor, entertainment, beverages, and service for events.
- Implement and coordinate on-line/mobile bidding auction software including event set up, data entry of auction items, packaging items, setting starting bids, and monitoring activity.
- Assist with sponsor recruitment to ensure that event costs are covered.
- Recruit, manage, and assign volunteers for events.
- Assist with recruitment of attendees and teams for special events.
- Provide onsite event management and coordination of staff, volunteers, and vendors, including set-up, check-in, clean up, and tear-down.
- Work with Marketing and Communications on promotion of fundraising events.
- Monitor third-party events and attend when necessary.

## **Education and Experience – Required**

- Bachelor's Degree with a minimum of three (3) years of professional experience developing and directing annual giving and stewardship programs.
- Thorough knowledge of fundraising strategies, with emphasis on individual giving.
- Proven record of success in growing a comprehensive giving program that meets measurable goals and objectives.
- Keen appreciation for the foundation of annual giving as the enabling component of successful major and gift-planning programs.
- Strong communication skills including the ability to write compelling, well-edited fundraising appeals and all donor communications.
- Skills in fostering a culture of collaboration, innovation, and a supportive work environment.
- Vast experience with fundraising databases and donor management systems.
- Proven ability to manage multiple deadline projects and priorities with attention to detail & accuracy.
- Ability to establish goals and action plans and to work effectively and collaboratively as part of a team to achieve goals.
- Strong self-motivation and high level of professionalism.

## **Special Requirements**

- Some nights and weekends may be required, possible travel.
- Ability to type and sit for long periods; ability to listen and transcribe notes.
- Valid Oklahoma Driver's License and motor vehicle insurance.

The job description is for informational purposes only. Additional duties consistent with the responsibility level may be assigned. **Interested candidates should submit their resume to [careers@rmhc-okc.org](mailto:careers@rmhc-okc.org). Please include Manager of Annual Giving and Stewardship in the subject line.**