POSITION DESCRIPTION

Mission: Uniting Baltimore through parks.

Parks & People has worked for more than 35 years to build public–private partnerships that sustain and improve Baltimore’s parks and green spaces, with a legacy of investing in projects that revitalize green programs that allow children, youth and adults to learn, grow, and explore their natural environment. Our vision is to ensure that everyone in Baltimore is connected to nature, their community and each other through vibrant parks and green spaces.

INDIVIDUAL GIVING MANAGER
DIVISION: DEVELOPMENT

REV: 07/09/20
FULL-TIME, EXEMPT

Major Responsibility: The Individual Giving Manager will be responsible for the development and execution of a comprehensive annual giving program to increase Parks & People Foundation’s individual giving portfolio and support. The primary purpose of this position is to support the successful growth of individual giving to the organization through acquisition of new donors and the retention, cultivation and stewardship of current donors. This position plays an integral role in growing a culture of philanthropy that is respectful, ethical, and transparent with donors and also meets the organization’s fundraising needs.

Reports To: Director of Development

Essential Functions:

1. Program Management
   a. Strategize, design, and effectively implement all facets of the Annual Fund and Leadership Giving programs, including new donor acquisition, retention and renewals, upgrades, and special gift appeals through all available giving channels including direct mail, digital, and social media
   b. Create a robust annual calendar and content for engagement of Annual Fund and Leadership Giving donors, including cultivation, solicitation, and stewardship campaigns
   c. Secure increased and renewal gifts from an existing portfolio of donors with the expectation to move donors up the pipeline
   d. Work with Director of Development to set annual fundraising targets and implement strategies to realize revenue through renewal, retention, upgrade and acquisition goals
   e. Serve as the liaison for all vendors or services retained to support tactical implementation, such as external writers and designers, mail house, online giving platforms, etc.

2. Donor Relations & Stewardship
   a. Establish and maintain a highly engaging individual donor cultivation and gift stewardship program to identify and increase new donors and to increase giving levels of existing donors
   b. Assist in the development and implementation of year-round strategies for recognition, communication, moves management, and donor engagement
   c. Ensure that appropriate recognition, fulfillment, and stewardship obligations and expectations are met for all gifts received
d. Manage follow-up efforts with annual fund donors and event participants for fundraising cultivation
e. Complete prospective donor research and briefing materials for donor calls and visits and manage correspondence and reporting to prospects and donors
f. Assist in scheduling and staffing donor tours and cultivation events

3. Data Management & Reporting
   a. Manage acknowledgement process ensuring timely, accurate and personalized acknowledgements of all gifts
   b. Work in partnership with the Director of Development to reconcile contributions from individual donors and track and report individual donor pledges
   c. Closely monitor and analyze key performance indicators for new, active and lapsed donors to help determine cultivation tactics and relationship building techniques
   d. Report regularly on annual fund giving and appeal status; maintain dashboards to assess areas of potential need
   e. Utilize DonorPerfect Fundraising CRM software to build and track campaigns and appeals, create strategic solicitation segmentations, generate reports and lists, and conduct analysis to build on success and advance the program
   f. Ensure data integrity through timely and accurate data entry

4. Other Duties
   a. Collaborate with other Development staff to ensure that all departmental activities are cohesive
   b. Stay abreast of trends and best practices in individual giving, donor relations, database management, and other related topics
   c. Maintain up-to-date knowledge of Parks & People programs and organizational priorities
d. Assist with Development special events, including Picnic in the Park
e. Attend key meetings and assist the Director of Development in representing the mission and interests of Parks & People to external groups and organizations as assigned
   f. Keep current on issues of importance to Parks & People by literature review, contact with social and professional communities, and participating in relevant conferences
g. Provide support, when requested, for all Parks & People activities
h. Other duties as assigned

**Qualifications:**

**Requirements**

- Bachelor’s degree or equivalent
- Minimum of three years of professional experience in non-profit fundraising, with at least part of this experience focused on building relationships with and securing support from individual donors
- Outstanding oral and written communication skills, including the ability to interact and communicate clearly, effectively and professionally with internal and external audiences
- Excellent attention to detail and organization
- Strong research skills – ability to identify and research individual donor prospects
- Demonstrated knowledge of current and relevant fundraising techniques, channels, industry best practices and standard operating procedures for Annual Fund programs and donor relations
- Proficiency in MS Office software
- Excellent time management skills
- Ability to handle sensitive information discreetly and maintain confidentiality
- Exceptional people-skills and perseverance in building and maintaining relationships with donors and staff
• Critical thinking needed to understand and identify opportunities to strengthen connections between fundraising activities and other departmental and organizational activities
• Ability to analyze problems, synthesize information and develop solutions which support Parks & People's mission
• A willingness to work beyond the usual 8:30am-5pm business day and on weekends as needed

Preferences

• Knowledge of donor management or CRM software systems (DonorPerfect preferable)

COVID-19 Considerations

• Initial interviews will be conducted via phone or web conference
• Position may begin remotely and then transition to on site
• Parks & People Foundation COVID-19 measures will be reviewed with candidates during the screening process