

POSITION DESCRIPTION

Position Title: Fundraising Campaign Manager
Location: National Office New York
Reports to: Senior Vice President, Development and Marketing

BRIEF DESCRIPTION

Fundraising Campaign Manager (FCM) will provide oversight of development plans to engage and expand the donor base and increase contributed income and awareness with revenue accountability of \$600,000+. Organize and implement strategies to expand the following fundraising initiatives: DIY/Social Fundraising, Major Gifts, Honor/Memorial Giving, Federal Campaigns, Matching Gifts, Foundation Giving, Estate Planning, and other potential new sources of giving.

Collaborate with the SVP of Development and Marketing to develop and monitor revenue and expense plan within areas of responsibility—leading strategy development, outreach tactics, donor stewardship, acknowledgment and tracking for these fundraising initiatives.

The ideal candidate must be passionate about fundraising in a mission-based organization. They should be organized, energetic, and a self-starter, with proven experience in achieving fundraising budgets and/or growing event revenues in a philanthropic environment. This position is ideal for someone with fundraising and communications strength who is able to multi-task while prioritizing deadlines, deliver exceptional customer service, and utilize keen problem-solving and judgment skills.

PRIMARY RESPONSIBILITIES

DIY/Social Media Fundraising:

- Develop a strategy to expand DIY/Social Media fundraising and create a sustainable and scalable fundraising program.
- Manage and grow portfolio of DIY/Social Media fundraisers, accurately track in CRM database.
- Frequent monitoring of Facebook Fundraisers celebrating the success of its participants.
- Steward DIY/Social media fundraising organizers in an effort to deepen their commitment to APDA and affinity for future fundraising.
- Provide logistical, fundraising and strategic support to DIY/Social Media fundraisers in their quest to give back to APDA through their respective campaigns.
- Develop and publish toolkits for the various types of DIY/Social Media fundraisers -- athletic, birthday/anniversary, church/school/community.
- Ensure the online fundraising platform is properly meeting the needs of DIY/Social Media fundraisers.
- Manage special social media communications and projects such as Giving Tuesday, PD Awareness month, etc.

Major gifts:

- Strategize upgrade, analyze portfolios, and develop communication plans to increase individual and major donor gifts.
- Manage donor files, communications (birthday, anniversary, holiday, and special donor mailings,) and accurately track in CRM database.
- Draft all correspondence with key donors, donors with questions, issues or feedback to insure donor relationships are successfully cultivated.
- Provide activity reports and assist with developing revenue forecasts.

Memorial/In Honor Giving:

- Strategize outreach and develop communication plan to increase memorial and in-honor giving.
- Manage donor files, communications and accurately track in CRM database.
- Manage all correspondence with families and donors. Assist donors with questions, issues or feedback to insure gifts are properly tracked and acknowledged.

Federated Campaign Giving:

- Manage existing program to increase workplace giving campaigns, Combined Federal Campaigns and state employee giving.

Matching Gifts:

- Develop plan to proactively reach out to donors to make them aware of the matching gift opportunity.
- Processes all matching gift applications and forms.
- Verify all online gifts and manage acknowledgment process for all matching gifts.
- Follow up with donors to answer any questions and/or discuss the opportunity.
- Build and enhance donor relationships through Double the Donate tools.
- Research and implement best practices and cutting edge tools to increase awareness and expand participation in the matching gift program.

Foundation Fundraising:

- Directly manage a portfolio of foundation funders—including key existing and prospective donors.
- Lead prospect research and the effective use of contact management systems (e.g. Foundation Center database) and processes to oversee foundation donor acknowledgements and track pertinent donor and prospect information.

Estate Planning:

- Onboard new members to the APDA Legacy Society, new charitable gift annuities and charitable trusts, ensuring regular and timely communications with benefactors.
- Respond to inquiries from individuals who are interested in learning about planned giving, or who have included APDA in their will or estate plan.
- Manage the relationship with third-party web vendors PGCalc and FreeWill.
- Support marketing and communications plans that include, but are not limited to: managing the creation and distribution and follow-up of planned giving special email/print mailings, including the production of brochures and other planned giving literature.

***Disclaimer:** APDA retains the right to change or assign other duties to this position. The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position, and should not be construed as an exhaustive list of all responsibilities, duties and skills required of the FCM. The FCM may be required to perform duties outside of their normal duties with a willingness to assist in all areas is essential.*

POSITION REQUIREMENTS

- Five years plus of experience, preferably in fundraising, event management, sales, and/or marketing.
- Proven experience in achieving fundraising or sales budgets and/or growing event revenues.
- Experience in volunteer and project management.
- Superior written communication skills.

EDUCATION

- Bachelor's degree. Previous experience with a nonprofit organization preferred.

RELATED SKILLS

- Ability to network effectively and establish long-term relationships with donors and the Parkinson's disease community. Comfortable with soliciting donations.
- Outcomes-driven. Motivated to meet and exceed fundraising goals.
- Understanding of business implications of decisions, and ability to align work with strategic goals.
- Excellent in managing deadlines. Prioritizes and manages multiple projects and priorities, with ability to adapt to changes in work environment, competing demands and unexpected events.
- Leadership ability with highly developed verbal, written, organization, listening and presentation skills, including proofreading and public speaking.
- Demonstrate ability to take initiative and work independently within a fast-paced environment.
- Capable of directing and working effectively with donors, volunteers, board members, staff and committees in a wide range of activities while under pressure and/or deadlines.
- Strong interpersonal skills to communicate with constituents and colleagues with diplomacy and professionalism, and foster a team environment.
- Goal-oriented self-starter who strives for optimum results, resolves conflict, and promotes cooperation, commitment, and pride.
- Strong computer skills and ability to use existing technology to achieve desired results. Proficient in latest versions of Microsoft Office applications including Word, Excel, Outlook and PowerPoint.
- Experience with donor database and event software.
- Willingness and ability to travel as required.
- Willingness and flexibility to occasionally work evenings and/or weekends as necessary to carry out responsibilities.
- Strong commitment to customer service and community relations.
- Maintain high level of integrity, diplomacy and initiative.

CORE COMPETENCIES

- Entrepreneurial Spirit
- Results Driven
- Stakeholder Focus
- Decision Making
- Problem Solving
- Taking Initiative
- Managing Performance
- Team Focus
- Managing Change
- Building Collaborative Relationships
- Building Trust
- Flexibility

To apply, send cover letter, reference contact information, and resume to jobs@apdaparkinson.org