

Donor Development Manager

Reporting to the Chief Operating Officer and Chief of Staff, the Donor Development Manager is responsible for all aspects of individual donor engagement including targeted and annual appeals, events, communications, and individual giving below \$2,500 annually.

Key Responsibilities Donor Development

- Lead the planning and execution of the annual Individual Giving strategy, including annual mail and digital appeals, special campaigns, donor-facing events, prospect research and qualification, moves management support, pipeline development, donor communications, stewardship, and recognition.
- Develop, manage, and evaluate annual giving campaigns, including integrated multi-channel appeals.
- Create and maintain donor development materials that support the research, qualification, cultivation, and solicitation of annual, major, and planned giving prospects.
- Partner closely with the CEO, COO, and Director of Corporate and Foundation Relations to engage major donors and develop strategies that strengthen leadership-level giving.
- Draft and implement donor communication strategies in partnership with the marketing department for key audiences, including new donors, monthly donors, and event donors.
- Maintain accurate donor records, acknowledgements, and campaign activity in accordance with established Salesforce and Classy standard operating procedures.
- Collaborate with the data entry specialist to support the preparation of thank-you letters, tax acknowledgements, and annual giving reports.
- Develop personalized cultivation plans based on donor interests, engagement history, and giving capacity.
- Design and implement cultivation strategies to attract, retain, and diversify the individual donor base.
- Analyze donor giving trends using customized Salesforce reports to inform strategy, segmentation, and engagement efforts.
- Coordinate with vendors to support donor events, mailings, recognition items, and related collateral materials.
- Partner with clinical and program teams to manage and grow the Crossroads4Hope Grateful Member giving program.
- Expand the reach and impact of the tribute giving program in collaboration with local funeral homes and community partners.
- Oversee the review, approval, and coordination of third-party fundraising initiatives.
- Collaborate with the operations team to maintain donor data accuracy and integrity.
- Support the ongoing stewardship and administration of Hope Springs, Crossroads4Hope's planned giving society.
- Develop and manage project budgets and track key performance indicators to measure progress and outcomes.
- Develop, maintain, and periodically update naming opportunities and donor recognition strategies to support stewardship and philanthropic engagement.
- Perform other related duties as assigned.

Donor Development Manager

Qualifications

- Minimum of two years' fundraising experience, preferably in healthcare, public health, and/or community-based nonprofits.
- Highly organized and detail-oriented with the ability to independently manage multiple priorities in a fast-paced, dynamic setting.
- Exceptional relationship-building skills with the ability to engage and inspire donors, grateful members, board members, and other stakeholders at all levels.
- Excellent interpersonal and communication skills including a minimum of two years' experience creating, drafting and delivering donor-facing content.
- Proven track record of successfully cultivating and soliciting gifts from individuals.
- Proficiency in MS Suite, Salesforce (or Nonprofit CRM equivalent); WealthEngine (or Nonprofit Wealth Rating product equivalent) preferred.
- Moderate financial acumen to support budget and giving analyses.
- Ability to work collaboratively with colleagues across many disciplines.
- Passion for and awareness of Crossroads4Hope's mission.

Requirements

- This is a hybrid position with flexible scheduling; however, on-site attendance is required during the first 90 days to support onboarding and organizational integration.
- Some travel is required; reliable personal transportation is therefore necessary.
- Availability for occasional evening and weekend hours is required based on organizational and event needs.
- The role requires the ability to lift and transport event materials and related collateral as needed.
- Bachelor's degree or equivalent relevant professional experience required.

Requirements added by the job poster

- Bachelor's Degree