



## ANNUAL GIVING MANAGER Position Description

POSITION DESCRIPTION:	Annual Giving Manager
REPORTS TO:	Director of Mission Advancement
ORGANIZATION:	Maryknoll Mission Association of the Faithful, Inc. aka Maryknoll Lay Missioners
LOCATION:	Maryknoll, NY
JOB TYPE:	Full-time, Salaried/Exempt

### **THE ORGANIZATION**

Maryknoll Lay Missioners (MKLM) is a Catholic organization inspired by the mission of Jesus to live and work with poor communities in Africa, Asia and the Americas, responding to basic needs and helping to create a more just and compassionate world.

### **DEPARTMENT**

Our dynamic, fast-paced Mission Advancement (Development) Department is responsible for raising funds to meet the local and global financial needs of our organization in order to carry out the MKLM mission effectively and efficiently.

### **POSITION SUMMARY**

Working closely with of the Director of Mission Advancement, the **ANNUAL GIVING MANAGER** is responsible for the **Annual and Ministry Funds Program**. This includes creating, planning, and implementing donor, channel, and data management strategies for all direct mail and on-line activities to strategically increase philanthropic revenue while retaining and expanding the MKLM base of donors (e.g. outreach, identifying, developing, managing, stewarding existing and potential donors).

In addition to growing revenue and the donor base, the Annual Giving Manager will be responsible for growing a robust pipeline of donors from annual donors to major gift donors. The Annual Giving Manager oversees the integrity of data and flow of information on individual donors and prospects; provides analysis and reporting; tracks information on grants from corporations and foundations; and oversees gift processing and acknowledgements. In addition, s/he will help to coordinate special events aimed at raising money or cultivating and stewarding donors.

The Annual Giving Manager's responsibilities require exercising discretion and independent judgement while carrying out major assignments for MKLM operations, nationally and internationally, with the goal of enhancing relationships and securing funding for MKLM.

This is an exciting opportunity for a leader - prepared to excel in a fast-paced environment.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. Other duties within the scope of this position maybe assigned

#### **A. ANNUAL AND MINISTRY FUNDS MANAGEMENT**

Oversee, develop and execute strategies for:

- |                                  |                                |
|----------------------------------|--------------------------------|
| ○ Direct mail /e-mail            | ○ Recurring Gifts              |
| ○ Missioner Newsletters          | ○ Friends and Family Giving    |
| ○ Missioner personal fundraising | ○ Memorial / Tribute donations |
| ○ Online solicitation            | ○ #GivingTuesday               |
| ○ Acknowledgments and inserts    |                                |

- Develop a creative vision for the Annual and Ministry Funds Program that will resonate across all giving channels.
- Oversee production and distribution of all appeals and missioner newsletters. Utilize all available and appropriate communication channels.
- Plan, implement and monitor direct mail and online/digital giving and engagement campaigns that inspire donors to make a gift to the annual fund;
- Oversee data, record and support each missioner's fundraising and engagement strategies.
- Develop queries, exports, reports and dashboards in Raiser's Edge to support the Mission Advancement team.
- Draft letters, brochures and other materials for current donors and prospects.
- Analyze donor data and recommend/implement fundraising strategies to grow revenue.
- Create and implement donor acquisition and cultivation strategies to develop new channels (prospect research, social media, networking, target mailings) for accessing, understanding and acquiring donors.
- Keep apprised of latest annual giving strategies across non-profits and proactively share trends with the Advancement team.
- Establish priorities, budget, systems, and a calendar for donor communications and solicitations, multi-level individual giving strategies, new-donor cultivation and retention, acquisition mailings, lapsed-donor engagement, stewardship, and donor recognition.
- Collaborate with the Advancement team on pipeline development, identification of major donor prospects, and preparations for donor visits and major gift asks.
- Liaise with missioners, board, staff, Maryknoll family, colleagues and vendors to ensure all are informed about Annual and Ministry Funds Program, as needed.
- Manage external agencies and third-party vendors to ensure successful delivery of annual campaigns and solutions.
- Additional duties as required.

#### **B. GIFT PROCESSING / RECONCILIATION / QUARTERLY REPORTS**

- Become an advanced user of Raiser's Edge, using Blackbaud tools and support.
- Oversee donor database and ensure that records are accurate, and coding and content are up to date.
- Act as a champion of quality data and the integrity of Advancement efforts.
- Assist with data entry, gift processing, reporting, queries, and additional tasks as needed.
- Track and maintain Annual and Ministry Funds Program revenue and expense budget.
- Coordinate with Finance for monthly reconciliation.
- Assist with preparation of Advancement quarterly KPI reports and annual budget. Including analyzing and reporting on ROI; average and frequency of gift; first-time donors; donor retention rate and cost-benefit analysis.
- Lead efforts to track and analyze mailing results and produce benchmark reports that allow for strategic adjustments.

### **C. DONOR RELATIONS / STEWARDSHIP / OUTREACH**

- Work closely with the Director of Mission Advancement to develop plans, execute the annual fund campaigns, outreach, and additional duties donor relation duties as required.
- Create, implement and oversee record keeping of key touch points with donors.
- Track important donor dates and schedule a thoughtful touch point, including birthdays, anniversaries and other milestones.
- Work with creative teams to execute tactics.
- Create queries and targeted mailing lists; oversee mailings: solicitations, invitations, publications, etc.
- Develop and promote a recognition society for donors of \$1,000 or more.
- Conduct prospect research and identify new opportunities for growth.
- Assist with communications efforts, public relations and marketing materials.
- Assist with coordinating and conducting tours on the Maryknoll campus, church dates, wrap-around events and other gatherings aimed at showcasing our mission to current and prospective donors and community partners.
- Manage RSVPs, logistics and follow-up communications and cultivation with attendees.
- Communicate with donors via phone and email.

### **D. ADMINISTRATION**

- Assist with preparing annual financial budget, actions and steps to achieve goals.
- Closely manage costs and internal resources to ensure in line with budget.
- Ensure timely gift recording and acknowledgement process.
- Assist with preparing financial and KPI reports: quarterly, mid-year and year-end reports.
- Oversee Raiser's Edge training for staff. Assist them with data input, preparing queries and reports.
- Assist coordinator of US Church Relations with a) maintaining a current database of dioceses, parishes, mission directors, and church dates; b) preparing Church Dates reports queries, etc.
- Attend regularly scheduled staff meetings, and presentations.
- Responsible for staying abreast of the organization, including MKLM history, current events, MKLM Voices of Compassion, e-news, Monday Bulletin and Maryknoll publications, in order to understand and explain MKLM programs and financial information.
- -and additional administrative duties as required

### **E. SUPERVISORY RESPONSIBILITIES**

- Work closely with Donor Care Services Manager on every aspect of solicitation, data entry, gift processing, acknowledgements, reporting, and donor stewardship.
- May supervise temporary staff, interns and volunteers.

### **F. ETHICAL AND FISCAL RESPONSIBILITIES**

- Makes every effort to ensure the confidential nature of donors' information and financial data.
- Keep abreast of donor-relations and fundraising ethics, regulations, development trends, and standards.

### **G. WORKING CONDITIONS, TRAVEL AND ENVIRONMENT**

- Regular attendance: 5 days/week for a minimum of 35 hours. Must be available to work evenings and on weekends, as required.
- Must be able to travel as required for standard domestic and international travel (i.e. donor meetings; off-site events; conferences). Maybe asked to travel to MKLM mission locations.
- Work cooperatively with the Maryknoll lay missionaries, board, staff, benefactors and Maryknoll Society, Congregation and Affiliates, as needed.

## **QUALIFICATIONS AND SKILLS**

- Bachelor's degree required.
- 5 years non-profit management includes all aspects annual fund and donor relations.
- Proven success with securing and acknowledging donations.
- Proven success with engaging and motivating donors for acquisition, retention and growth.
- Highly proficient knowledge of Raiser's Edge and desire for continuous self-education required.
- Familiarity with the teachings of the Catholic Church and social justice concerns; knowledge and interest in international affairs and humanitarian issues.
- Familiarity with and a commitment to the mission of Maryknoll Lay Missioners.
- Experience with the Catholic philanthropic community.
- Excellent interpersonal, presentation, relationship building and negotiation skills.
- Excellent oral and written communication skills.
- Outstanding analytical, creative and strategic thinking skills
- Demonstrated ability to lead, collaborate, and build consensus in small teams.
- Ability to analyze and synthesize complex and sensitive material, and to present appropriate, well-informed messages to donors.
- Ability to create a range of correspondence from formal business letters, donor appeals, solicitations, funding requests to thank you notes.
- Ability to handle a large volume of work under pressure and with deadlines.
- Excellent time management and organizational skills.
- Keen attention to detail with ability to track multiple projects simultaneously.
- Ability to work with minimum supervision.
- Excellent judgment and diplomacy.
- Competent with spreadsheets, budgets, analytics and forecasting
- Strong computer literacy required. Proficiency with Microsoft Office Suite, Office 365.
- Valid driver's license.
- Ability to travel locally and nationally (weekdays and weekends) to conduct presentations, visit dioceses / parishes, visit donors and other promotional activities.
- Ability to travel internationally.

Compensation: Salary will be commensurate with experience and proven track record.

Application Deadline: until position filled.

Interested and qualified parties, please email: [ma-info@mklm.org](mailto:ma-info@mklm.org)

For additional information, visit us at our web site, [www.mklm.org](http://www.mklm.org).

Applicants are encouraged to review our Newsroom and Videos.