



Annual Giving Specialist

Development

Position Summary:

Father Bill's & MainSpring (FBMS) is seeking an Annual Giving Specialist that will be responsible for strategically managing FBMS' robust, multi-channel annual giving program. This includes the direct oversight of direct mail (renewals and acquisitions), email campaigns and online fundraising, recurring gift club, peer-to-peer fundraising, and the acknowledgement and stewardship of annual fund donors. The position will also be responsible for identifying, cultivating, soliciting, and stewarding mid-level Annual Fund donors (\$500-\$5,000). Through these activities the Annual Giving Specialist will play a key role in implementing a comprehensive annual fund program to broaden the donor base, upgrade the average size of donation, and increase donor retention.

Essential Responsibilities:

- Manage a portfolio of ~100 mid-size Annual Fund donors with capacity to increase giving and commitment to FBMS.
- Oversee Direct Mail program: serve as main point of contact for direct mail vendor and coordinate all internal logistics including story sourcing, mailing lists, and approvals; monitor response rates, budget and revenue.
- Develop and oversee comprehensive, multi-channel solicitation schedule including mail, email, and social media.
- Manage relationships with external vendors and internal departments to meet annual giving deadlines and goals.
- Identify key donor segments and implement strategies to increase engagement; analyze patterns and effectiveness.
- Assist with database hygiene and tracking efforts, and other research activities, to channel qualified prospects into the major donor gift cycle.
- Regularly perform outreach/bonding calls to donors \$250+.
- Develop special solicitation and stewardship pieces as needed.
- Draft and personalize acknowledgement letters.
- Help generate collateral (print and online) in collaboration with Marketing and Community Relations Manager.
- Oversee donor recognition efforts.
- Support gift entry, as needed during busy seasons.



Requirements:

- Minimum of 2-3 years of progressive direct mail and development experience.
- Graduation from a recognized college or university with a bachelor's degree required.
- Excellent computer skills required with knowledge of Microsoft Office Suite, preference given to candidates with knowledge/experience of Raiser's Edge or similar program.
- Strong project management skills.
- Evidence of mature judgment and ability to develop entrepreneurial and strategic plans to motivate prospects and donors.
- Demonstrated ability to work within an organization emphasizing teamwork, respect, and excellence.
- Ability to build and nurture effective working relationships, motivate, set and attain individual and team goals.
- Excellent oral and written communication skills.

Skills & Competencies:

- Empathy: An understanding and empathy for those dealing with homelessness and related issues.
- Professionalism: Maintains the highest level of professionalism in the delivery of services, building of relationships, collaboration with co-workers, and representation of Father Bill's & MainSpring within the organization and the community.
- Communication: Speaks appropriately in positive and/or negative conversations with supervisors, co-workers, volunteers, donors and constituents; Articulates the goals of Father Bill's & MainSpring.
- Record-Keeping: Routine clerical or record-keeping incidental to the essential responsibilities of the job (including, but not limited to, data entry and case file updates).
- Job Knowledge: Possesses the practical and technical knowledge required on the job.
- Attendance: Acceptable overall attendance record, consistently at work and on time.
- Reliability: Relied upon regarding task completion and follow-up. Follows instructions, responds to management direction and solicits feedback to improve performance.
- Initiative: Seeks out new assignments and is willing to be flexible with additional duties.
- Adherence to Policy: Follows safety and workplace expectations, regulations and processes as defined in the Employee Handbook.
- Work Ethic: Demonstrates a commitment to the Mission and adheres to the Operating Principles of Father Bill's & MainSpring and works as part of a team toward a common goal.



Other:

- Safety & Security: Actively promotes and personally observes safety and security procedures and uses equipment and materials properly.
- Physical Demands: *The demands described below are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations under the Americans with Disabilities Act (ADA) may be made to enable individuals with disabilities to perform the essential functions.*
- Must be able to verbally convey detailed information or important instructions or ideas accurately or quickly. Must be able to hear average or normal conversations and receive ordinary information. Average visual acuity is necessary.

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities required of the employee. Other duties as assigned may be part of the job.

Please send cover letter and resume to employment@helpfbms.org. Please note "Annual Giving Specialist" in the subject line of the email.

Father Bill's & MainSpring is an equal opportunity employer.