



Manager, Individual Giving

Posting Date: July 11, 2022

Reports to: Chief Development Officer

BACKGROUND

Blessings in a Backpack (Blessings) mobilizes communities, individuals, and resources to provide food on the weekends for elementary school children across America who might otherwise go hungry. Each week of the school year, Blessings and its thousands of volunteers and partners send a bag of food home with children who, during the week, are fed by the free and reduced-price meal program.

During the 2021-2022 school year, approximately 88,000 children at over 1,000 schools across the country received a bag of weekend nutrition from Blessings in a Backpack each week.

POSITION SUMMARY

Reporting to the Chief Development Officer, the Manager, Individual Giving is responsible for developing the overall individual giving strategy and leading the outreach efforts. The focus will be on expanding current annual campaign strategies and creating new ones as additional fundraising revenue streams. In addition, the Manager will create and lead the execution of the major gifts program.

This can be a remote position located in any geographic area within the country.

ESSENTIAL DUTIES AND RESPONSIBILITIES

With a focus on helping to increase and optimize Blessings in a Backpack's individual giving revenue streams, key responsibilities include:

- Work in partnership with the Chief Development Officer to develop an individual fundraising strategy, create and lead annual fund campaigns and identify new individual prospective donors that align with the Blessings' brand.
- Develop and execute all facets of the major gifts program including creating tailored proposals, marketing collateral and identifying prospects.
- Manage all facets of the monthly giving program and giving society.
- In partnership with Managing Directors and Program Coordinators, create tailored campaign content to reflect geographic fundraising and program strategies for the annual campaigns.
- Orchestrate annual fund and stewardship plan for select volunteer fundraisers.
- Work collaboratively with the Chief Development Officer and Marketing colleagues to plan and implement targeted and effective outreach and communication to expand size of prospective donor list and ultimately increase financial support.
- Work in partnership with Marketing on identifying unique awareness and stewardship opportunities; execute promised stewardship for portfolio of donors.

- Always monitor and track fiscal year budget; provide forecast monthly. Be prepared to give updates to the Chief Development Officer or Chief Financial Officer. Provide insight into the creation of annual budget.
- Track campaign results with year over year comparisons and return on investment.
- Prepare high quality reports, presentations, donor communications, etc. as requested.
- Keep apprised of current business, social, and cultural environment that may impact fundraising. Benchmark against other organizations to gain a deep understanding of current philanthropic climate.
- Support national board members with their fundraising efforts as needed.
- Maintain donor records, notes, and action items in RE/NXT.

BASIC QUALIFICATIONS

The ideal candidate will be a proactive leader and strategic thinker with a proven track record in fundraising and donor relationship management. Basic qualifications include:

- Bachelor's degree required.
- Minimum three years of development experience with a focus on annual fund campaigns and major gifts.
- Experience in developing fundraising strategies. Demonstrated results in the development and implementation of a strategic approach for identifying, cultivating, soliciting and stewarding of donor prospects with a focus on partnerships that have resulted in gifts from \$1K plus (\$5K major gift).
- Experience in prospect research and tracking in a moves management system, specifically in a major gifts capacity.
- As an individual giving subject matter expert, experience in mentoring and coaching colleagues.
- Ability to project manage in scenarios where there are multiple stakeholders and priorities.
- Demonstrated excellence in organizational and communications skills, both written and verbal.
- Demonstrated commitment to accountability, measuring outcomes, and a results-oriented culture with the ability to gather and analyze data.
- Desire to make an impact on the lives of food insecure children in at fast-paced, entrepreneurial environment.
- Knowledge of donor databases and proficiency in Microsoft Office programs.
- Ability to handle and prioritize multiple projects while maintaining attention to detail.
- Commitment to diversity, equity, and inclusion, diplomacy, and the ability to honor confidentiality.
- Ability to work with diverse groups of people.
- Sound judgment, professionalism, and a positive attitude.
- Resourcefulness, creativity, and strong problem-solving skills.
- Ability to travel locally; nationally or regionally will be approximately 4-6 times per year.

PREFERRED QUALIFICATIONS

- Knowledge of Raisers Edge donor database.
- Ability to work some evening/weekend events.
- Ability to lift 30 lbs.

BENEFITS

Medical Insurance, Dental Insurance, Vision Insurance, Life Insurance, Short-Term Disability Insurance, Paid Time Off, Paid Holidays, Paid Winter Break, Summer Fridays, FSA Plan, 403(b) Plan

Relocation assistance is not available.

Interested individuals should send cover letter and resume to carolb@blessingsinabackpack.org.

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