POSITION TITLE: Annual Giving Manager
REPORTS TO: VP of Advancement
FLSA STATUS: Full-Time; Exempt
SALARY RANGE: $55,000 - $65,000, commensurate with experience
LOCATION: Philadelphia/Hybrid (min 2 days/week in Philadelphia office)

Position Summary

The Annual Giving Manager is an integral member of the Advancement team, supporting the Vice President of Advancement in serving the development and donor communication needs of a $3 million-dollar national human services nonprofit. The Manager is responsible for approximately 7% of the organization’s contributed revenue, primarily from individuals, and leads the strategy and day to day workplan for the annual giving program, generating contributed revenues, online and via direct mail. The Manager focuses on all annual giving appeals, donor communications, and stewardship, and maintains donor data integrity within the donor database. The Manager ensures that all donor services and benefit fulfillment is provided and participates in Eluna cultivation and fundraising events. This is an opportunity to be a part of a collaborative, dedicated national team supporting youth and families affected by grief and addiction. Eluna supports a healthy work-life blend through flexible work schedules, unlimited paid time off and generous benefits and paid holidays.

The Annual Giving Manager will report to the VP of Advancement and work closely with the Brand Director.

Key Duties and Responsibilities

- Execute a strategy to improve acquisition, renewal, and pledge fulfillment with highest priority on retention and growth of current individual donors.
- Design and manage a comprehensive direct response program and online giving strategy (direct mail, email, peer-to-peer, website) to inform, engage, connect, and solicit current, lapsed, and prospective donors.
- Effectively plan, manage and execute all fundraising campaigns and appeals, including but not limited to: planning overall campaign strategy, including timing of outreach, campaign elements, goals, and establishing metrics for measuring success; determine audience segments by channel (mail, email, and social media) for each effort in the campaign, including strategies to engage current and lapsed donors and prospects; in collaboration with Brand Director, develop campaign messaging and theme, copy and design for appeal mail package, copy for campaign emails, and copy for social media; work with mail house to execute timely delivery of mail appeal; oversee execution of email appeal utilizing Mail Chimp and Sales Force for segmenting and email delivery.
- Set parameters for direct response list generation and segmentation; oversee print, mail, and fulfillment timelines with outside vendors.
- Plan and execute successful peer-to-peer giving campaigns, working with campaign leadership to create timeline, theme, and goals, and utilizing software to build and update campaign site.
- Manage the recruitment, organization and ongoing engagement of volunteers in the Young Professionals Advisory Council.
• Collaborate with Marketing and Communications colleagues to creatively inform the design and content of all direct mail, electronic, and social media solicitation, cultivation and stewardship communications aligning with the organization’s overarching brand messaging.
• Oversee all budgeting for direct mail and online giving operations and cultivation activities. Primary responsibility for the stewardship and growth of donors who fall within the giving range under $1,000 annually.
• In collaboration with the Brand Director, plan, help edit, and arrange for production and timely distribution of communications pieces for annual contributors, with an emphasis on the annual donor gratitude report and program impact reports.
• Develop and implement meaningful recognition of donors through giving circles, including a specific recognition circle for recurring donors.
• Manage new donor welcome series.
• Analyze and report on solicitation results, ROI, and efficacy of the various program strategies and tools, provide progress reports, and inform development dashboard, tracking donor point of entry, retention, renewal rates, new donors, and re-engagement.
• Work closely with Vice President of Advancement to identify new donors and build strategies for engaging and encouraging donors to give at higher levels.
• Build and maintain positive relationships with individual donors, volunteers, alumni, and community stakeholders. Manage a portfolio of prospects, conduct research on potential new donors, and develop and track metrics for accountability.
• Develop and oversee the revision of web page content for fundraising.
• Manage correspondence related to gift processing, including questions on gift receipts, incorrect credit card information, etc.
• Support other members of the Development team as needed.
• Other duties as assigned.

Knowledge, Skills, and Competencies

• A bachelor’s degree preferred, but not required.
• Work experience with progressive responsibility considered in lieu of post high school education.
• Three to five years of increasingly responsible fundraising experience.
• Considerable knowledge of fundraising techniques, and sources of funding.
• Well versed in multi-channel fundraising techniques, including direct mail, digital campaigns, and print material development.
• Experience with data analysis and reporting metrics as related to direct response results.
• Demonstrated ability to manage multiple projects and tasks, sometimes with competing deadlines, by carefully setting priorities, and scheduling time efficiently.
• Knowledge of digital communication and advanced knowledge in the Microsoft Office Suite (Word, Excel and PowerPoint) required. Knowledge of and experience with Adobe Creative Suite preferred.
• Experience and ease with Salesforce or other donor databases such as Razor’s Edge, or Donor Perfect is highly preferred.
• Ability to work independently and responsibly within a flexible part remote work environment and work some nights and weekends, as needed for events and deadlines.
• Attention to deadlines and details, confidentiality, honesty, and discretion required.
• Positive attitude and passion for playing a role in fulfilling the organization’s mission.
### Personal Characteristics

Creative, strategic thinker, results driven, deadline and detail oriented, collaborative, responsive, energetic, self-motivated, passionate, poised, resourceful.

### Salary and Benefits:

Salary is competitive and commensurate with experience, $55,000 to $65,000; a comprehensive benefits package with medical, dental, vision, life, short and long–term disability, a 401(k) plan, flexible spending plan, commuter transit benefits, flexible work schedules, unlimited paid time off and generous paid holidays.

### How to Apply:

Email resume and cover letter with (1) salary requirements, (2) approximate available start date and (3) explanation of how you meet the required criteria to Jean Heflin Kane, at jeankane@elunanetwork.org. Submissions missing any of these required items will not be considered. Thank you.

### About Eluna:

Eluna is a national nonprofit with a mission to support children, teens and families impacted by grief or addiction. Its innovative approach utilizes community-building camps, interpersonal connections, and a continuum of support to help youth and families experiencing trauma associated with death or substance use disorder in their families live healthier lives. Since 2000, Eluna has supported thousands of youth and families through its three signature programs provided at no cost to families: Camp Erin, the largest children’s grief camp network for kids ages 6-17; Camp Mariposa, an addiction prevention and mentoring program for kids ages 9-17; and the Eluna Resource Center which offers personalized support resources.

### ELUNA IS AN EQUAL OPPORTUNITY EMPLOYER

Eluna has undertaken proactive steps to learn how to become a more diverse and inclusive organization and we are committed to a work environment that supports, inspires, and respects all individuals and in which personnel processes are merit–based and applied without discrimination on the basis of race, ethnicity, color, national origin, ancestry, age, sex, religion, creed, disability, sexual orientation, gender identity and/or expression, genetic information, marital status, domestic or sexual violence victim status, honorably discharged veteran or military status, or any other protected characteristic as established by applicable state or federal law.