



<p>Job Title: Annual Fund Manager Reports To: Chief Development Officer FLSA Job Status: Exempt</p>		
<p>Basic Job Functions:</p> <ul style="list-style-type: none"> • Aids in the planning and implementation of annual fund gift programs. • Supervises, evaluates, and restructures assigned campaigns and membership programs and oversees special events. • Responsible for attracting and retaining prospective donors, monitoring mailings, and analyzing past donations. • Oversees multichannel solicitation activities including crowd funding and telefunding campaigns. • Ensures all donor records are updated accurately and in a timely manner in our donor management system, salesforce.com. 	<p>Experience:</p> <ul style="list-style-type: none"> • 1-3 years of fundraising experience required, with documented track record of results. • Previous experience working with salesforce.com, our donor management system a plus. 	<p>Education:</p> <ul style="list-style-type: none"> • Bachelor's degree required.
<p>Required Skills:</p> <ul style="list-style-type: none"> • Minimum 2 years fundraising experience managing annual fund or leadership gift programs, with working knowledge of direct response and major gift strategies • Demonstrated success cultivating, soliciting and stewarding donors, preferably at the \$1,000 level or above • Excellent interpersonal, written and oral communication skills. • Experience with written content development and collateral design preferred. • Strong team player who seeks out ways to collaborate with co-workers and volunteers • Experience with donor databases and audience segmentation. Familiarity with Salesforce.com database preferred. 	<p>Direct Reports:</p> <ul style="list-style-type: none"> • None 	<p>Working Conditions:</p> <ul style="list-style-type: none"> • Typical office environment. • Up to 25% travel required.
	<ul style="list-style-type: none"> • EXTERNAL 	

- Proven ability to work independently, handle multiple projects and meet deadlines
- Ability to work some evenings, weekends and other times as required
- Successful completion of a criminal and credit background check

General Summary of Duties:

The Annual Fund Manager is a valuable player in the resource development and marketing activities for the Georgia Lions Lighthouse Foundation (“the Lighthouse”). S/he develops and implements strategies and tactics that advance the financial health and positive public image of the Lighthouse. The Annual Fund Manager acts as the primary contact with and advocate to midrange donors in the \$1,000 - \$5,000 range.

Working directly with the Chief Development Officer and the Development team, the Annual Fund Manager lead, build, maintain and execute high performing and effective fundraising efforts. The Lighthouse strives to build and maintain discipline around fundraising best practices, and the Annual Fund Manager is a conscientious player in the donor base. S/he oversees multichannel solicitation activities including crowd funding, online giving and telefunding campaigns.

Key Responsibilities:

- Oversee the strategy and execution of the mid-level donor program to grow donor pool making gifts of \$1,000-\$5,000 and achieve annual fund revenue goals
- Manage all cultivation and stewardship activities for mid-level donors, including creation and execution of quarterly stewardship reports, gift acknowledgments, thank-you calls, welcome mailings, tours and personal visits as needed.
- Plan and coordinate quarterly donor volunteer and annual recognition events.
- Work collaboratively with Development team to solicit and upgrade donors into mid-level giving, prospect for major and planned gifts, and coordinate messaging.
- Develop and implement a multi-channel strategy to recruit, reactivate, upgrade, and steward monthly donors to reach revenue goals. Work closely with Annual Giving Manager to integrate strategy across direct response program.
- Create and execute quarterly stewardship reports to strengthen donor engagement.
- Ensure appropriate coding in donor database for reporting, acknowledgement, recognition, communications and continued cultivation of past, current and prospective mid-level and monthly donors.
- Provide donor assistance to any inquiries. Maintain personal contact and good relationships with donors through timely and polite responses to donor inquiries. Personally cultivate high-potential mid-level donors as appropriate and connect donors with other members of Development team where beneficial.