



**connections**  
FOR THE HOMELESS

2121 Dewey Avenue  
Evanston, IL 60201  
847.475.7070

## JOB DESCRIPTION

### DEVELOPMENT MANAGER - ANNUAL GIVING

FLSA Status: Exempt

**Summary of Position:** Reporting to the Senior Director of Development, the Development Manager - Annual Giving is responsible for the design and implementation of a creative and comprehensive annual giving program. This position is responsible for increasing annual giving revenue, broadening the base of support, and strengthening major gift pipelines.

This manager will develop and oversee a comprehensive stewardship program, engaging with donors and strategically expanding the organization's annual giving program with a goal of significantly increasing gifts up to \$1,000. The role will manage and coordinate multiple solicitation channels, including direct mail, email solicitations, crowdfunding, and giving days to increase overall support of Connections for the Homeless.

The manager is responsible for tracking the retention and cultivation of donors and will work closely with the Development Manager – Data & Operations to oversee and ensure the integrity and quality of the donor database.

**Schedule and Work Environment:** Connections for the Homeless offers a flexible work environment, as positions and business needs allow. This position's home office is located at our Lake Street Church location in Evanston, IL. It is expected that evening and weekend work will be required on occasion to participate and support agency events as well as board/volunteer committee meetings.

#### Specific Duties:

##### Planning and Strategy (25%)

- Develop and keep a comprehensive annual fund calendar that lays out multiple appeals (digital, print and other) that clearly shows schedules for appeal development and design, production, distribution and post appeal analysis.
- Create solicitation appeals and recognition plans for returning donors, first-time donors, and lapsed donors as well as marking donor benchmarks (5, 10, 15-year donors).

- Perform quarterly evaluation of appeal efforts and generate a comprehensive annual plan for the upcoming fiscal year.
- Track trends in annual giving to inform strategy for outreach, retention and acquiring new donors.

### **Design and Implementation (25%)**

- Manage multiple direct mail and electronic appeal solicitation campaigns with a high degree of customization and emotional appeal; set parameters for list generation and segmentation; oversee print, mail and fulfillment timelines with outside vendors.
- Create appeals that function across multiple platforms simultaneously, including print, social media and email.
- Write compelling fundraising copy to solicit annual giving prospects and donors.
- Personalize donor correspondence including targeted outreach and solicitation and stewardship.
- Manage twice annual thank-a-thons for staff and volunteers.
- Develop plans to grow monthly giving programs, develop special appeals, and peer-to-peer fundraising.

### **Reporting and Analysis (25%)**

- Monitor, report, and analyze outcomes of solicitation campaigns.
- Analyze donor trends and tendencies to maximize annual fund ROI.
- In collaboration with the Major Gifts Officers and Senior Director of Development, identify, qualify, and recommend prospective donors inclined to make major gifts.
- Provide direction and strategy for list segmentation, donor reports, and post campaign analysis.

### **Recording Data Accuracy (15%)**

- Work closely with the Development Manager – Data & Operations to oversee and ensure the integrity and quality of the donor database.
- Ensure that all donor communications are recorded, including donor solicitations, acknowledgements, and touchpoints.
- Work closely with the Development Manager- Data & Operations to ensure that gifts are correctly recorded and acknowledged.

**General Development Responsibilities (10%)**

- Collaborate with development team members to shape and execute donor cultivation, engagement, and stewardship opportunities for all supporters.
- Assist with donor events and other activities upon request.
- Engage, as needed, in producing and editing materials, such as briefings, collateral, solicitation letters, articles, newsletters, and reports.
- Build relationships with participants, staff, key volunteers, community members, agency supporters, and board member.
- Adhere to the Code of Conduct and Core Values of Connections for the Homeless.

**The following qualifications are requirements for the position:**

- At least five years' experience working in development with a proven track record, creating appeals, tracking appeal effectiveness and donor list making strategy.
- Excellent verbal and written communication skills.
- Ability to attend after-hour meetings/events as dictated by the needs of the Development department and/or agency.
- Proficiency with constituent management or fundraising software
- Advanced computer proficiency with Microsoft Office.

**The following qualifications are highly desirable:**

- Familiarity with DonorPerfect a plus.
- Valid driver's license and proof of insurance.
- Experience pulling donor lists, implementing solicitations strategies and tracking results.
- Experience working with printers, mail houses and outside vendors.
- Experience using digital email and marketing systems (i.e., Constant Contact) to create personalized communications with donors.
- Experience buying ads and maximizing social media impressions.
- Goal and results-driven with the ability to meet deadlines in a fast-paced service environment.
- Accountable, with an attention to detail and strong organizational skills.
- Proactively share information and communicate effectively with diverse audiences.
- Able to overcome obstacles, working independently and as part of a team.

- Understanding of industry standards regarding donor solicitation, confidentiality, gift crediting, stewardship, and financial principles that shape the work of fundraising professionals.

**Other Requirements:**

- Must submit to a criminal background check and submit to or provide evidence of a recent test for tuberculosis

**Reports to:** Senior Director of Development  
May, 2023