



## DONOR RELATIONS MANAGER JOB DESCRIPTION

**Position/Title:** Donor Relations Manager

**Position Type:** Exempt / FTE

**Reports To:** Chief Development Officer

Growing Home is dedicated to creating a thriving and equitable north metro Denver – one family at a time. Our participant-centered approach to strengthening families, nurturing children, and connecting community fills a critical gap for families and children who are experiencing immediate and long-term barriers to stability and success. Through evidenced-based programs, we improve outcomes for children, their parents, and their community. Our model makes us a leader in the two-generation approach to poverty alleviation and community equity.

**Mission:** To guide children and their families on the path to a brighter future.

**Vision:** We envision our community working together so that all children and their families have a place to call home, food on the table, and the opportunity to pursue their dreams.

**Core Values:** Respect, Effectiveness, Learning, Collaborative Leadership, Professionalism, and Inclusiveness.

### **General Purpose:**

The Donor Relations Manager is responsible for developing, implementing, and tracking the success of a cultivation and stewardship plan that will enhance and grow revenue. This role identifies, cultivates, solicits, and stewards individual and major donor prospects and donors with an emphasis on new donor development and advancement of current donors to higher giving levels. This role provides excellent relationship management and customer service to current and prospective donors, including regular written communications, individual outreach, and timely responsiveness to requests and inquiries. The Donor Relations Manager is responsible for planning and making strategic calls, visits, and other engagements, resulting in opportunities for continued and increased giving.

Growing Home is looking for someone who will be an effective relationship builder, keeping in mind our participant-centered approach in all fundraising activities. This individual will be able to balance fundraising priorities with a commitment to carrying all out fundraising activities with diversity, equity, inclusion, and belonging in mind. This individual will help ensure Growing Home has the fiscal resources needed to fund operations, programs, and strategic growth. This individual must be able to work both independently and collaboratively, with a talent for building strong and productive relationships both internally and externally.

## **Responsibilities:**

### **Leadership**

- Using data and the organization's servant leadership philosophy, train and lead staff in fundraising tactics and processes that will allow the organization to achieve annual giving goals, coaching staff towards a culture of philanthropy.
- In keeping with Development Department goals, ensure alignment regarding program funding priorities and collaborate with other staff on development strategies and processes that require cross-departmental procedures.
- Coordinate efforts of the Development Committee and Marketing and Communications Committee relative to the annual fundraising plan.
- Recruit and lead task force groups to carry out the various components of the annual giving plan.

### **Management and Reporting**

- Develop and implement budget to support revenue goals and maintain expense ratios in alignment with organizational budget and department objectives.
- Produce monthly fundraising, donor moves management, and key performance indicator reports to ensure organizational goals are being met.
- Supervise Development Department interns and volunteers as needed, contributing to organization's value of learning.

### **Donor Relations**

- Build and carry out a donor cultivation and stewardship plan that establishes a cohesive calendar of cultivation, solicitation, and stewardship efforts that achieve annual giving goals.
- Develop and carry out a moves management plan for key donors and prospects within portfolios.
- Establish and assign donor portfolios to all Development staff and CEO, including scheduling meetings as needed. Facilitate and manage plans to cultivate relationships with donors to further engage with Growing Home.
- Increase funding from current donors, which includes setting and achieving goals, managing touchpoints, and tracking in the donor database.
- Manage and coordinate donor cultivation events including, but not limited to:
  - Coordination of location and vendors
  - Development of invitation and tracking of attendee responses
  - Development of an event program and presentation
- In collaboration with the Marketing and Annual Fund Manager, co-manage an appeal schedule that utilizes a variety of channels (direct mail appeals, electronic solicitation, days of giving, workplace giving, and social media campaigns) to communicate with potential and current donors.

### **Community Partnerships**

- Manage a portfolio of current community partners and further build those relationships to achieve monetary, in-kind, and volunteer recruitment goals.
- In partnership with the Marketing and Annual Fund Manager, help build support for all community drives (both monetary and in-kind) and special seasonal events, ensuring the various organizational needs are met.
- Establish relationships with community members and program participants to build social capital and reinvest in Growing Home through fundraising activities, community drives, and communications initiatives.

- Monitor and be responsive to current trends in corporate social responsibility and community activation to ensure successful relationships with corporate and community partners.
- Identify and attend community and networking events to represent Growing Home's mission.
- Conduct public presentations to civic groups, interfaith-based partners, schools, businesses, etc. as needed in both English and Spanish.

#### **Donor Database Management**

- Oversee the development and implementation of policies, procedures, and automated processes to ensure the efficient flow of data, smooth integration between and among systems, and the confidentiality and security of constituent information.
- Be an internal trainer, providing effective instruction and good customer service so all staff in the organization are empowered to use the custom Blackbaud CRM to meet their professional responsibilities and the organization's overall goals.
- Analyze data and generate key metrics to assist with strategic decision-making.
- Generate regular reports and analytics to support the philanthropy and programming teams and all related functions.
- Collaborate with staff to create and manage queries based on specific requests.
- Supervise and organize the monthly and year-end donor summary of dollars raised to ensure accuracy with accounting and as required by the IRS and provide timely information to donors.
- Work closely with the IT service provider on database service packs, upgrades, plug-ins, feature testing, data uploads and mergers, as well as integration between donor database, accounting, and marketing systems as appropriate.

#### **Job Qualifications:**

- 3 to 5 years successful experience in nonprofit fundraising and communications
- Proven track record of increasing revenues through cultivation and moves management of donors
- Demonstrated ability to develop, advance, and sustain positive relationships with diverse populations.
- Quantifiable experience in identifying and stewarding individual donors and implementing annual fundraising plans
- Strong relationship building as well as advanced written and oral communication skills
- Organized, enthusiastic, efficient, and committed personality able to work independently and collaboratively
- Expertise in database management; experience with Blackbaud products (RE NXT) preferred.
- Attention to detail balanced with ability to recognize larger picture in relation to program/organizational trends
- Strong understanding of and experience with Microsoft Office (Excel, Word and PowerPoint)
- Self-starter who can manage multiple, competing deadlines
- Passion for anti-poverty work and social justice
- Desire to be a part of an innovative, fast-paced organization and development department
- Bilingual (English/Spanish) preferred

#### **Hours of Work & Location:**

- Hours of Work: This position is full-time, 40 hours a week. Work will generally be completed Monday-Friday, between 9am-5:30pm, with some evenings and weekends required
- Location: Work will primarily be performed in the Growing Home offices, with some local travel required.

**Salary and Benefits:**

- \$55,000-\$60,000
- Health insurance
- Company paid life insurance
- Paid vacation, sick days, and holidays
- Optional 403(b) plan with 5% match after 1 year
- Professional growth and development opportunities
- Employee wellness program

Growing Home is committed to an inclusive workplace. We are an equal opportunity employer.