



ANNUAL FUND MANAGER

JOB DESCRIPTION

REPORTS TO: DIRECTOR OF DEVELOPMENT

JUNE 2014

I. BASIC FUNCTION AND PURPOSE OF THE POSITION:

The Annual Fund Manager is responsible for growing the membership base, renewing and upgrading member support, and strengthening relationships with current members below the major donor level. S/he is accountable for meeting annual donation goals for donors who contribute less than \$10,000 annually.

The Manager develops and implements strategy for direct mail and electronic fundraising, member level communications and cultivation efforts, including events and member benefits, and the honor and memorial tree planting program. Further responsible for setting standards and providing content for the member services function, including tiered gift acknowledgments, member benefit mailings, and telephone communications.

II. ESSENTIAL DUTIES AND FUNCTIONS:

- Manages Annual Fund and Membership programs.
- Working with the Director of Development and direct mail consultants, oversees the strategy development, design and implementation of all direct mail solicitations to increase the number of donors and prospects.
- Manages the on-line giving program to increase annual participation under the direction of the Director of Development and in consultation with Outreach department staff. Executes initiatives to encourage new members to join and existing members to renew online. Manages all aspects of the League's relationships with on-line fundraising consultants and vendors.
- Manages a detailed schedule of direct marketing activities and ensures the appropriate review of copy and mailing list selection. Manages vendors and consultants who implement the program, including strategic input, copywriting, design, production and mailing, and list selection.
- Provides oversight for the League's honor and memorial tree planting programs and assesses new opportunities to promote and cultivate program participation.
- Works with the Director of Development and Major and Planned Giving Officers to determine solicitation strategies for increased giving opportunities within the Leadership Society (donors who contribute \$1,000-\$10,000); develops strategic donor recognition opportunities and facilitates the transfer of these donors between programs.
- Coordinates with Donor Database & Research Manager to ensure alignment between annual fund/membership program goals and member services provision.
- Develops talking points for member services communications for use by development services staff.
- Writes copy of individual gift acknowledgment letters for use by development services staff.
- Works with Donor Stewardship Associate to plan and implement two to three membership receptions/events annually.
- Manages the Evergreen Society (sustainer) program creating and implementing opportunities for annual participation.

III. SUPERVISORY RESPONSIBILITIES:

- Vendors and consultants, as needed

IV. QUALIFICATIONS:

- Bachelor's Degree or equivalent experience
- Minimum of three years experience successfully managing non-profit direct mail and membership programs.
- Proven track record of engaging and motivating members
- Outstanding analytical, creative and strategic thinking skills
- Excellent verbal and written communication skills, exceptional interpersonal skills, strong organizational skills, attention to detail
- Excellent user of office technology and information systems (including Word, Excel, Outlook, Access, PowerPoint) and donor databases, preferably Raiser's Edge
- Demonstrated ability to lead, collaborate, build consensus
- Self-directed with the ability to work both independently and as part of a team
- A strong commitment to the mission of Save the Redwoods League

V. WORKING CONDITIONS/PHYSICAL EFFORT:

- Regularly sits at a desk or computer workstation
- Frequently moves about the office to collaborate with colleagues
- Occasionally lifts, carries or otherwise moves and positions objects weighing up to 30 pounds
- Some weekend and evening responsibilities
- Occasional travel, predominantly within California
- Valid driver's license and safe driving record
- Occasionally required to hike through forest land while working off-site including walking on uneven ground, climbing over obstacles, and accessing remote locations