

## **Shore Community Services, Inc.**

### **Job Description**

#### **Job Title**

Associate Director of Annual Giving

#### **Division**

Administration

#### **Reports to**

Chief Philanthropy Officer of Shore Community Services, Inc (hereinafter the "Organization")

#### **Supervises**

As assigned

#### **General Description**

- A. Lead donor cultivation, solicitation and stewardship activities that support annual giving.
- B. Manage Shore's signature annual donor events.
- C. Promote Shore on social media and at events within the community.
- D. Implements general responsibilities.

#### **Qualifications-Education or Equivalent**

Bachelor's Degree in a nonprofit management, communication, public relations or marketing or other related undergraduate degree.

A Master's in nonprofit management is preferred

CFRE designation is preferred

#### **Qualifications-Experience or Equivalent**

Minimum of three-year full-time professional experience in fund raising in human services field.

#### **Qualifications-Abilities**

- Ability to develop and implement donor cultivation plans.
- Writing donor materials/mailings to raise funds.
- Solicitation of donors and corporations for gifts and sponsorships.
- Knowledge of CRM donor database system (i.e. Raiser's Edge or Donor Perfect)
- Knowledge to effectively use social media platforms like Facebook, Instagram and LinkedIn.
- Ability to effectively utilize various automated and online donor registration and donation programs.

#### **Qualifications- Skills**

- Excellent written and oral communications.
- Mastery of MS Word/PowerPoint - Working knowledge of MS Excel
- Knowledge of donor cultivation best practices
- Knowledge of effective annual giving strategies.
- Knowledge of donor CRM database (Donor Perfect or Raiser's Edge)
- Skilled in social media marketing.
- Knowledge in online/electronic donor registration and giving platforms

### **Qualifications-Physical Requirements**

Sits, walks, bends, lifts, pushes.

### **Qualifications-Licenses/Certifications**

Valid Driver's License and automobile liability insurance  
CFRE designation preferred but not required.

### **Special Equipment / Clothing**

Professional attire.

Access to vehicle.

The Associate Director of Annual Giving is responsible for cultivation, solicitation and stewardship for annual donors of gifts of less than \$5,000, and will focus on moving annual giving donors up the donor ladder into higher level giving. Personalizes appeals through donor segmentation and to reflect individual donor's giving levels and history of support. Additionally, the Associate Director of Annual Giving will oversee all aspects of direct mail, phone-a-thon/thank-a-thons, and e-philanthropy appeals to Shore's current and prospective donors.

The Associate Director of Annual Giving is also responsible for obtaining donor support and sponsorships for Shore's two signature annual events:

- Annual Spring Benefit
- Annual Golf Outing

As well as various specialized donor cultivation events

### **Essential Duties**

- A. Lead donor cultivation, solicitation and stewardship activities that support annual giving.
  1. Prepare letters for annual direct mail campaign (Annual Appeal).
  2. Coordinate donor stewardship activities including (donor appreciation calling sessions).
  3. Seek new corporations/individuals to increase annual giving support.
  4. Utilize and update information in donor database.
  5. Produce monthly donor reports and other reports as needed.
  6. Prospect and manage a portfolio of designated donors.
  7. Maintain information on tax laws pertaining to donors and donations.
  8. Make presentations to internal and external audiences to promote Shore as required.
  9. Follow and implement ethical fundraising and the industry accepted Donor Bill of Rights.
  
- B. Manage Shore's signature annual donor events.
  1. Plan and implement all aspects for Shore's Annual Golf Outing and Spring Benefit.
  2. Contact businesses, organizations and individuals to solicit donations of funds, services and products.
  3. Research potential funding sources for underwriting events.
  4. Collaborate with Senior Philanthropy Officer to ensure the success of the special events.
  5. Facilitate ongoing relationships with local organizations that support Shore, i.e. Kiwanis Club of Evanston, Knights of Columbus councils, etc.
  6. Serve as staff liaison to the Spring Benefit and Golf volunteer committees to achieve fundraising goals.
  7. Work to maintain a positive, motivating work environment.
  8. Recruit, train and coordinate volunteers to serve in various capacities to further Shore's mission.

9. Maintain records of volunteer activities and hours throughout the Organization.
10. Provides supervision to volunteers and interns as assigned

C. Promote Shore on social media and at events within the community.

1. Market Organization on website through press releases, Constant Contact email blasts, Facebook and LinkedIn.
2. Help write articles for Organization newsletters and Annual report.
3. Work with program divisions to plan Organization-wide social events for donor engagement, i.e. Fashion Show, Play, Holiday Gifts, etc.
4. Arrange and provide tours and speeches for local businesses, donors, organizations and individuals.
5. Participates in after-hours meetings and events as required.
6. Maintain on-going communication with parents, donors and interested persons.

D. Implements general responsibilities.

1. Complies with all agency and external authority policies, procedures, rules and guidelines.
2. Maintains confidentiality of personnel, persons served and advocates.
3. Emphasizes safety rules and procedures including Universal Precautions.
4. Recommends risk prevention strategies.
5. Reports suspected or known misconduct, including fraud, abuse or waste by staff or volunteers in accordance with Corporate Compliance requirements.
6. Reports suspected abuse, neglect or financial exploitation of persons served in mandated timeframes.
7. Participates in training to upgrade skills.
8. Maintains organized, clean, functional work space and equipment.
9. Serves as appropriate role model.
10. Performs other duties as assigned.

**Non-Essential Duties**

Medium to heavy lifting or carrying of materials and equipment.

*This job description may be modified at any time at the discretion of the Agency. This is not intended to be a complete listing of all responsibilities and duties of this position, but rather a representative sample of the work to be done.*

*DS, 1/24/2019, 3/17/2019, 3/18/2019, 6/6/2019, 2/7/2024*