



Job Title: Annual Giving Manager

City/Region: Fort Worth, TX

Category: Full-Time; Exempt

Office Location: 101 Summit Ave., Suite 505, Fort Worth, TX

Reports to: Development Director

Supervises: n/a

Position Summary:

The Annual Giving Manager plays a vital leadership role in the fundraising efforts of the organization, overseeing a comprehensive, year-round strategy to inspire and grow individual giving. This position is responsible for creating and executing multi-channel fundraising campaigns that increase donor engagement, retention, and acquisition, with a strong emphasis on relationship-building and community connection.

The Annual Giving Manager will lead key initiatives such as the monthly giving program, North Texas Giving Day, mid-year and year-end appeals, and donor engagement projects in partnership with the Young Professionals Council and the Board of Directors. This role also leads third-party and beneficiary fundraising efforts, serving as the primary point of contact for community partners who are passionate advocates of our mission. The Annual Giving Manager ensures these events align with organizational values and contribute meaningfully to fundraising goals—collectively generating over \$200,000 annually.

The successful candidate will work cross-functionally to strengthen collaboration between the Development and Community Engagement teams, helping to unify messaging, donor experience, and campaign impact. This includes sharing compelling volunteer impact stories that highlight the organization's mission in action and inspire donor engagement. The Annual Giving Manager will also work closely with the Fundraising Data Analyst to monitor donor behavior, trends, and segmentation strategies, ensuring that fundraising efforts are informed, targeted, and effective.

This is a dynamic, outward-facing role for a strategic, relationship-focused professional who is passionate about making a measurable difference in the lives of vulnerable children. The ideal candidate will bring a mix of creativity, data literacy, and emotional intelligence to help lead sustainable and meaningful growth in annual giving.

Essential Duties & Responsibilities *Other duties may be assigned.*

Annual Giving Strategy & Campaign Management

- Design, implement, and evaluate a comprehensive annual giving strategy to increase donor engagement, renewals, and upgrades across individual giving levels.

- Lead the planning and execution of multiple fundraising campaigns throughout the year, including North Texas Giving Day, mid-year and end-of-year appeals, and other seasonal or thematic campaigns.
- Oversee the monthly giving program by developing strategies for growth, managing stewardship touchpoints, and optimizing donor retention.
- Coordinate campaign messaging, segmentation, and delivery across multiple channels, including direct mail, email, social media, and digital platforms in collaboration with the Development Director and Contract Creative Director.
- Collaborate with the Board of Directors and key board committees on fundraising initiatives and peer-to-peer campaigns efforts.

Donor Engagement & Relationship Cultivation

- Build and maintain meaningful relationships with individual donors, particularly young professionals and mid-level donors, to deepen engagement and philanthropic support.
- Serve as the primary staff liaison to the Young Professionals Council; coordinate meetings, volunteer opportunities, and fundraising initiatives to support their growth and impact.
- Partner with the Director of Development to support donor stewardship and recognition strategies, including thank-you processes, impact reporting, and personalized outreach.
- Work closely with the Fundraising Data Analyst to analyze donor trends, behavior, and lifecycle patterns to inform engagement strategies and improve campaign effectiveness.

Third-Party Fundraising & Beneficiary Events

- Lead and manage third-party and beneficiary fundraising efforts, including outreach, logistics, branding, and stewardship of event organizers and supporters.
- Ensure all third-party events align with the organization's mission and revenue goals, collectively raising over \$200,000 annually.
- Develop and maintain toolkits, guidelines, and resources to support and empower external fundraisers and community champions.

Cross-Team Collaboration & Integration

- Act as a key connector between the Development and Community Engagement teams to ensure fundraising efforts are mission-aligned, consistent in messaging, and collaborative in nature.
- Support major fundraising and signature events through strategy development, donor engagement, sponsorship support, and collaborative planning.
- Work closely with the Contract Creative Director to ensure annual giving campaigns are visually compelling and share a unified voice across platforms.

Data-Driven Decision-Making & Reporting

- Partner with the Fundraising Data Analyst to track and report on key metrics related to donor acquisition, retention, upgrades, and campaign performance.
- Utilize donor data to identify trends, opportunities, and gaps in the annual giving strategy.
- Ensure accurate documentation of donor interactions and campaign results in the CRM; maintain data integrity and support ongoing segmentation and targeting strategies.

Related Activities

- Participate in all staff and program meetings
- Participate in special events as directed
- Participate in continuing education opportunities as appropriate
- Serve as an ambassador of the organization

Qualifications:

- 5–7 years of experience in nonprofit fundraising, annual giving, or related development roles.
- Proven success managing multi-channel fundraising campaigns and donor engagement strategies.

- Strong relationship-building and communication skills with diverse donor audiences.
- Experience working with donor databases and CRM systems; data-driven mindset a plus.
- Ability to manage multiple priorities and meet deadlines in a dynamic team environment.
- Creative, collaborative, and results-oriented, with a passion for community impact.
- Proficiency with Microsoft Office products.
- Demonstrates a strong sense of curiosity, excellent problem-solving skills, exceptional organizational abilities, and adaptability in dynamic environments.
- Ability to handle sensitive information with confidentiality and integrity.

Salary & Benefits

- Salary range \$65,000-\$70,000 (The range is dependent on education, experience, skill set, etc.)
- CASA provides medical, dental, vision and basic life insurance at 100% for our employees.
- After being at CASA for two years, employees are eligible to enroll in our Simple IRA plan. CASA will match up to 3% of their compensation to this plan.
- Monthly accrual of paid sick and vacation time.
- CASA observes 11 paid holidays a year and gives our employees a week and a half break at the end of the year.
- We offer paid maternity/paternity leave – six weeks if an employee has been with us for less than a month and eight weeks for those with us over a year.
- CASA wholeheartedly believes in a healthy work life balance.

Other Miscellaneous Requirements

- Ability to sit and type at a computer for at least 6 hours per workday.
- Ability to lift 5-10 pounds for office supplies or AV equipment.
- In accordance with the CASA of Tarrant County team philosophy, the person filling this position may occasionally be required to carry out or assist with other tasks in addition to the duties listed in this job description.

Physical Requirements and Work Environment:

This position requires the manual dexterity sufficient to operate phones, computers, and other office equipment. The position requires the physical ability to kneel, bend, and perform light lifting. This person must have the ability to write and speak clearly using the English language to convey information and be able to hear at normal speaking levels both in person and over the telephone. Specific vision abilities required by this job include close vision, depth perception and the ability to adjust focus. Generally, the working conditions are good with little or no exposure to extremes in health, safety hazards, and/or hazardous materials. Work is performed in an office setting.

EEO:

CASA of Tarrant County provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, marital status, status as a Vietnam-era or disabled veteran or any other characteristic protected by law. CASA of Tarrant County complies with all applicable federal, state, and local laws, regulations and ordinances prohibiting employment discrimination.