

Position Title : Manager of Annual Giving
Organization : Roswell Park Alliance Foundation
Salary: \$55,000 - \$65,000
AFP-WNY Post Date : 05/25/2022

DEADLINE TO APPLY: OPEN

Roswell Park Alliance Foundation maximizes dollars available for Roswell Park Comprehensive Cancer Center's most promising lifesaving research, treatment and prevention programs, while supporting the psychosocial needs of patients and families touched by cancer. The Foundation manages the funds raised for Roswell Park Comprehensive Cancer Center by the Development department with the assistance of the Alliance Community Fundraising Board.

This job might be for you if:

- You are passionate about helping cancer patients and their families.
- You can build and maintain positive, effective relationships with donors, prospects, agency, staff and vendors through honesty, integrity and authenticity.
- You excel at data analytics to measure, analyze and report on fundraising and program performance to inform strategic decisions.
- You are proficient with the use of a database system. Experience with fundraising software is a plus. We use Raisers Edge.
- A hybrid work environment (combination of office and WFH) will be successful for you.
- You are interested in a highly competitive benefits package.

POSITION SUMMARY:

The Manager of Annual Giving has overall responsibility for the coordination and administration of all Annual Giving fundraising activities for the Roswell Park Alliance Foundation. Annual Giving strategies focus on gifts ranging \$1-\$9,999 to help build the pipeline for future major gift opportunities. This position is responsible for developing data-driven, donor-centric renewal, reactivation and acquisition strategies (both print & digital) that balance budget goals and industry benchmarks with improving key donor metrics.

ESSENTIAL RESPONSIBILITIES:

- Develop the Annual Giving budgets and manage those budgets accordingly. Prepare quarterly budget to actual analysis.
- Analyze and report on key individual metrics in order to assess effectiveness of Annual Giving activities and enhance fundraising results.
- Develop the strategies and timetable for the Annual Fund Donor Renewal & Acquisition campaigns.
- Develop a coordinated matrix of solicitation and stewardship strategies involving direct mail, email, social media and online advertising.
- Coordinate all aspects of each solicitation (including digital components) with agency, mail house and internal staff team. Serve as primary liaison with agency which includes creative strategy, routing creative, ensuring appropriate data is selected for agency use, and quality control procedures, including data and print proofs.
- Segment donor file to define solicitation strategies and group moves management.
- Track results of solicitations and analyze effectiveness of specific themes, packages, etc.
- Manage and coordinate the annual giving mid-level (donors that give \$1,000+ annually) renewal, reactivation and acquisition campaigns.
- Analyze and manage donor lists, mail solicitation letters, communicate with campaign chair, organize volunteers, steward donors and coordinate thank you letters.

- Identify a pipeline of major gift prospects through the execution of a qualification process and detailed analysis from mid-level donors.
- Develop strategies and coordinate the annual Staff Appeal Campaign.
- Analyze and manage staff lists, mail solicitation letters, implement internal marketing strategies with communications division, steward donors and coordinate thank you letters.
- Coordinate efforts for other fundraising efforts such as Tribute (honor/memorial) gifts, Workplace Giving and the Monthly Giving program.
- Meet with donors throughout the year to help with their purchase of engraved bricks and pavers on the Roswell Park Campus in tribute to their loved ones. Market the program to donors and patients.
- Support stewardship strategy across many giving levels and drive meaningful impact. This includes donor acknowledgement and additional communications to thank donors.
- Work with and engage patient-volunteers and board members who will aid in stewardship activities.
- Participate in special donor recognition programs, events, etc. as required by the Executive Director, and in keeping with the spirit of the Development Team.

QUALIFICATIONS, SKILLS AND ABILITIES THAT CONTRIBUTE TO SUCCESS:

- Bachelor's Degree or equivalent in-field experience
- Minimum of 5 years of experience with:
 - Direct mail programs including working knowledge of printing methods, data processing, personalization, and mail shop operations.
 - Performing database segmentation and analysis, along with developing special reports.
 - Managing the creative for fundraising campaigns.
- Familiarity with on-line giving and social media strategies and current trends
- Patience because you will need to work with donors, patients and their families
- Project management experience
- Excellent writing, organizational and analytical skills; ability to multi-task
- Familiarity with Windows applications and working knowledge of MS Office programs including Teams.

OTHER INFORMATION:

- Benefits package includes: 403(b), 403(b) matching, Health, Dental & Vision Insurance, Employee Assistance Program, Life Insurance, Paid Time Off.
- To protect our patients, you must be fully vaccinated against Covid-19.
- Position reports to the Senior Director of Finance & Operations
- Light travel - Not usually more 2-3 three times a year
- Must have a valid driver's license
- This role does not currently manage employees, but does oversee projects that use both volunteers and board members.
- Hours are Monday thru Friday. There are a few events throughout the year that will require nights and weekends.
- Email cover letter and resume to Tammy.Lightcap@roswellpark.org and Gretchen.LaRock@roswellpark.org