

Annual Giving Manager at Craig Hospital Foundation

Englewood, Colorado

POSITION SUMMARY

The Annual Giving Manager is responsible for planning, executing, and managing the various Annual Giving programs of the Craig Hospital Foundation including, but not limited to direct mail, e-solicitations, social media campaigns, grateful patient outreach, peer-to-peer fundraising, and internal and external employee giving efforts. This works includes developing all content for solicitations, segmenting donor communications, stewarding gifts, working with the Community Engagement Team, and continually refining strategies for increasing the number of donors and contributions to Annual Giving campaigns.

POSITION REQUIREMENTS:

- **Licensure/Certification/Registrations:** None
- **Education:** Bachelor's degree in relevant studies from an accredited college or university required.
- **Experience:** Minimum 3 - 5 years of annual giving experience for a nonprofit organization required. Fundraising database experience strongly preferred, preferably in Raisers' Edge, experience in Luminate Online preferred. Experience in healthcare philanthropy preferred.
- **Skills & Abilities:** Strong creative writing and storytelling abilities required. Ability to work collaboratively and successfully as a member of a team as well as independently. Knowledge of fundraising and development principles, industry trends, methods and procedures. Good background in segmenting databases and developing customized appeals within multi-channel campaigns. Ability to organize, prioritize and meet deadlines, while effectively managing multiple projects simultaneously. Must be able to successfully and effectively communicate with a variety of personnel. Possess good analytical and problem-solving skills, must be detail oriented with excellent follow-through. The ability to relate to persons of all ages and diverse backgrounds, skills and abilities Ability to maintain confidentiality in all aspects of the position. Creative and able to be an "out of the box" thinker. Ability to present self in a personable, professional and energetic manner. Must have high level of accuracy, proofreading skills. Raiser's Edge and Luminate Online knowledge strongly preferred. Ability to display a passion for the mission of Craig Hospital. Strong computer skills including Microsoft Office.

ESSENTIAL FUNCTIONS:

- Set annual goals for the annual support program and determine budget needed to meet those goals.
- Implement a multi-channel integrated fundraising plan that includes direct mail, email, website, phone and social media solicitation tactics.

- Lead the development of all collateral materials for Annual Giving programs including direct mail pieces, social media, videos, phone scripts, general correspondence, stewardship and any other materials needed to successfully execute campaigns. Develop appropriate stewardship for annual giving donors to include print and electronic acknowledgements, phone calls, thank you videos, special events and any other appropriate strategies.
- Lead the Foundation's Stewardship committee.
- Evaluate program results and determine strategies for the future. Present program results to the Foundation Board and event committees as needed.
- Oversee a Grateful Patient Program that includes ways for patients to give, while recognizing and honoring staff.
- Responsible for stewardship activities for all donors to annual giving.
- Create and implement a regular employee giving campaign, coordinating with hospital leadership.
- Develop strategies to acquire new, upgrade, and retain donors and effectively engage them in Craig Hospital's mission.

*** This job description is not intended to be an exhaustive list of all duties. Employee may perform other related duties as assigned.*

Contact Information:

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Healthcare Recruiter

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