



Annual Giving Manager

Food Bank of the Rockies is well positioned for a new stage of growth with a new strategic plan, mission statement, organizational values, logo, messaging, brand, and website soon ready to launch, we are seeking an annual giving manager to help lead our growth in our annual gifts strategy. The Annual Giving Manager is a new position and we are looking for a dynamic individual to engage our powerful base of supporters including a robust and proven direct mail program, a sustaining gifts program with over 1,000 members, and help to launch a robust digital strategy. We are looking for someone with creativity, knowledge of development best-practices, and excellent interpersonal skills to help build Food Bank of the Rockies future.

Summary/Objective

The Annual Giving Manager directs and administers all aspects of the annual gift fundraising for Food Bank of the Rockies. This includes oversight of a robust direct mail program, sustaining donors, workplace giving, donor recognition and stewardship, and cultivation of donors below the major gift threshold (\$5,000) for total revenue of approximately \$2.5 million. The Annual Giving Manager partners with the fundraising team to identify, cultivate and solicit annual gift support, build the pipeline for major gifts, and to help identify planned giving prospects.

Essential Functions

- Develop strategy, annual plan, and budget for the annual fund including direct mail, sustaining donors, day of giving and workplace donors
- Create and manage robust appeal schedule that utilizes a variety of channels (direct mail appeals, electronic solicitation, days of giving, workplace giving, and social media campaigns) to communicate with potential and current donors
- Oversee and interface with direct mail vendor and other contractors to ensure strategic execution of fundraising appeals
- Manage and create strategy for a robust sustaining donor program with over 1,000 members
- Work with the Director of Development Systems on database management to ensure best practices of donor recognition and acknowledgment
- Lead stewardship of annual donors and set goals for donor retention and track against those metrics
- Actively manage a portfolio of annual gift donors and prospects including identification, cultivation, solicitation and stewardship

- Work closely with the Chief Development Officer to develop, implement, and improve strategic direction of the department including key performance indicators and tracking against those

Competencies

- Represent Food Bank of the Rockies with professional poise and work effectively with a wide range of constituents
- Demonstrated personal leadership coupled with strong team orientation, exemplary project management skills and a high customer service focus
- Ability to build highly collaborative partnerships with Food Bank of the Rockies staff, Board, community, and potential funders
- Strong communication skills that are effective across a variety of constituencies
- The ability to draft strong, persuasive, and customized written correspondence
- Excellent organizational and prioritization skills, able to multi-task multiple assignments
- Team player with a positive attitude
- Deep commitment and passion for the Food Bank of the Rockies.

Education and Experience

- Bachelor's degree in a related field from an accredited college or university or comparable work experience
- Four (4) years or more of direct fundraising experience, with an emphasis on annual appeals, direct mail and individual solicitation preferred
- Experience in Raiser's Edge and Luminate highly preferred and at least three years of experience working donor databases expected

We value diversity and inclusivity and are thus always looking to diversify our staff with an eye toward race and ethnicity, sexual orientation, gender, and age, among other areas. Candidates who bring such diversity are encouraged to apply.

Apply online at www.foodbankrockies.org/apply

Food Bank of the Rockies is an Equal Opportunity Employer (EOE), M/F/D/V/SO