

Job Description

Manager, Annual Appeal

School/Entity: Friends of Breakthrough Schools (FOB)

Status: Full time, salaried

Reports To: Chief Development Officer

Friends of Breakthrough Schools (FOB) is a non-profit organization that focuses on fundraising, alumni support, and advocacy, created on behalf of Breakthrough Public Schools scholars, schools, and the community. FOB is responsible for closing the gap in public funding needed to provide quality education to thousands of children in Cleveland each year, as well as working with community, business, and political leaders to build city-wide support for high-quality public school options for all children in Cleveland. In addition, FOB continues to support BPS alumni's pursuit of success in life by leveraging its community network and resources, with the ultimate goal of a robust, equitable, diverse, and sustainable Northeast Ohio economy.

About the Opportunity

The Manager of Annual Appeal is fully responsible for all aspects of the oversight, management and growth of the Annual Appeal program for Friends of Breakthrough Schools. The Manager's efforts will support the Friends of Breakthrough (FOB) annual appeal revenue goal as a primary function, along with responsibility for the percentage of participation, donor engagement and stewardship as identified in the Annual Appeal Plan, approved by the President and Chief Development Officer. Responsibilities contained within the plan will include creation and execution of all direct mail campaigns, annual appeal analysis reporting, fundraising events, and assist with maintaining the integrity of Raiser's Edge donor database. The Manager of Annual Appeal also works collaboratively with the rest of the FOB team, board and community volunteers. The Manager of Annual Appeal reports to the Chief Development Officer.

Key Responsibilities

- Develops and implements the FOB Annual Appeal plan to meet or exceed yearly Annual Appeal goals as agreed upon with the Chief Development Officer.
- Plans and executes multi-channel fundraising campaigns—including direct mail, email, and social media—to acquire, retain, and steward donors.
- Oversight of the cultivation, solicitation and stewardship of key annual appeal constituents through the direct mail Annual Appeal campaign, special events and all other related annual appeal activities.
- Analyzes and monitors annual giving trends within Breakthrough, independent school and other non-profit fundraising landscape.
- Develops strategies for donor acquisition and retention to increase the base of annual support.
- Oversight of annual appeal analysis reports created for FOB leadership, Board of Directors, Advancement Committee, staff and other committees as needed.

- Accurately enters and assists with maintaining integrity, updates and functionality of the Raiser's Edge (RE) donor database; able to create and provide data pulls and data analysis as requested by leadership and team members.
- Support of all FOB related social media activity and web presence.
- Oversight of Annual Appeal analysis reporting, in conjunction with the Director, Annual Appeal Operations.
- Reviews prompt and accurate recordings and acknowledgment of annual gifts.
- Supports the direction and operational support for all fundraising events.
- Facilitates the advancement of fundraising goals and objectives, in conjunction with FOB team members.
- Other duties related to the Annual Appeal as required

Qualifications

- A Bachelor's degree
- Minimum of three years professional fundraising experience with emphasis on individual giving, direct mail, email and social media campaigns
- Experience recruiting and maintaining relationships with donors and volunteers
- Experience with larger scale fundraising events
- Project management skills to handle multiple campaigns simultaneously.
- Ability to think strategically and analytically with marketing annual giving programs
- Knowledge of Blackbaud Raiser's Edge NXT, Google Suite and Microsoft Office is required
- Exceptional verbal and written communication skills
- Exceptional management and problem solving skills
- Excellent collaboration and follow-through skills across multiple departments
- Demonstrated proficiency with Microsoft Office, Excel, Word and list management.

Compensation & Benefits

\$55,000 - \$67,500 based on experience. Benefits include medical, dental, vision, and retirement— generous PTO in addition to holidays.

Breakthrough Public Schools is an equal opportunity employer and will not discriminate against any employee or applicant for employment because of race, color, religion, gender, sexual orientation, or national origin.