



**Make-A-Wish® Metro New York and Western New York
MANAGER, ANNUAL CAMPAIGN & DONOR SERVICES**

Job Title: Manager, Annual Campaign & Donor Services	Location: New York, NY
Reports to: Chief Development Officer	
Supervisory Responsibilities: Coordinator, Donor Services	
Type of position: <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Nonexempt
<p><u>Position Overview</u> The Manager, Annual Campaign & Donor Services is an integral part of the Make-A-Wish Metro New York and Western New York chapter and is responsible for managing relationships with corporate, foundation and individual supporters contributing under \$5,000. As well, he/she is responsible for managing select donor-related activities for the entire chapter. The MACDS will supervise the Donor Services Coordinator and work in partnership primarily with the Chief Development Officer, Manager of Data Services, the Finance Department and other Development Team members. The MACDS must be adept at managing a large volume of donor relationships as well as be capable of handling select one-on-one donor relationships. He/she must be heartfelt, informative and creative in communications as well as be versed in annual giving best practices. He/She will be expected to track progress and be responsible for meeting specific revenue goals and other relevant metrics.</p> <p><u>Duties & Responsibilities:</u></p> <p>Annual Campaign</p> <ul style="list-style-type: none"> ▪ Manages the chapter’s relationships with all corporate, foundation and individual supporters contributing under \$5,000. ▪ Develops and executes a detailed Annual Plan that is part of the Development Team’s Annual Plan and integrated with the organization’s Strategic Plan to ensure all revenue targets are met within budget. ▪ Develops and executes effective and meaningful solicitation strategies for this high-volume group based on best practices. ▪ Proactively promotes monthly giving within the portfolio as a meaningful way to support the chapter. ▪ Develops meaningful, creative, coordinated and cost-effective stewardship initiatives. This may include, but is not limited to, newsletters, emails, phone calls, stewardship events, in-person visits, written correspondence, phone correspondence, video messaging and social media. ▪ Works closely with Director, Philanthropy and Director, Corporate Relations to ensure solid pipelines of prospects for their respective portfolios. 	



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- Ensures all activity is tracked in Raiser's Edge. As well, ensures all coding is in place to effectively serve, deepen and expand the chapter's donor relationships.
- Creates and manages all Annual Campaign policies and procedures ensuring coordination with Make-A-Wish America and offering the utmost care and consistency of service to our supporters.
- Supports the chapter's efforts to seek gifts-in-kind as appropriate for the portfolio.

Donor Services

- Manages the entire gift acknowledgment process for gifts and gifts-in-kind for the chapter ensuring all donors receive accurate, timely, formal acknowledgment letters that are compliant with tax law.
- Supervises the Coordinator, Donor Services to ensure all gift entry is accurate, optimized and timely.
- Manages the acknowledgment letter templates including the annual updating of the letters' contents. This will involve incorporating the input of respective portfolio managers.
- Uploads donor data from Make-A-Wish America's direct mail and online initiatives consistently and in a timely manner as well as informing select staff of any exceptional gifts.
- Responds to donor data requests from Make-A-Wish America including but not limited to, creating suppression files.
- Consistently checks the Luminate portal hosted by Make-A-Wish America and informs select staff of any strategic online gifts.
- Troubleshoots donor data issues that impact relationship-building and revenue generation and leads on initiatives to resolve the issues.
- Coordinates the holiday card program for the department.
- Is the key organizer for the annual Board thank-a-thon for top donors in the chapter.
- Maintains compliance with Make-A-Wish America brand standards and policies.
- Is an ambassador for Make-A-Wish in the community supporting positive brand awareness.

Competencies

- Communications - Exhibits good listening and comprehension; Expresses ideas and thoughts verbally; Keeps others adequately informed; Selects and uses appropriate communication methods.
- Manages - Navigates challenges with sensitivity and confidence; Responds to the needs of executive and volunteer leaders; Meets commitments.
- Planning & Organization - Integrates changes smoothly; Prioritizes and plans work activities; Sets goals and objectives; Uses time efficiently; Works in an organized manner.
- Quality - Fosters excellent quality work; Adopts best practices; Ensures that all written work reflects positively on the MAW brand.



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- Use of Technology - Adapts to new technologies; Demonstrates required skills; Keeps technical skills up to date; Troubleshoots technological problems; Uses technology to increase productivity.

Required Skills, Knowledge and Abilities:

- Knowledge of annual giving best practices.
- Demonstrates exceptional communication skills with a variety of audiences including corporate, professional, volunteer, and grassroots constituencies.
- Creative in developing meaningful donor communications as well as fundraising tools, policies, plans, and procedures.
- Ability to manage multiple projects simultaneously and achieve objectives.
- Shows consistent and positive verbal/written communication skills.
- Capacity to relate openly, comfortably and build rapport with people across levels, functions, cultures and geographies – especially corporate executives, staff, donors and board members.
- Demonstrates self-awareness, proactively seeks feedback to gain productive insight into personal strengths and weaknesses while keeping donor strategy top of mind.
- Displays confident, credible, strategic fundraising practices and presents them in a professional manner.
- Ability to adapt to situations and gain the confidence and trust of others through honesty, integrity and authenticity.
- Manages ambiguous situations and changing environments in a proactive way.

Education and Experience

- Bachelor's degree required.
- Must have a minimum of 7 years of experience in fundraising including annual giving with demonstrated success.
- Proven track record of managing high volume portfolios.
- Experience and expertise in developing relationships with funders and crafting solicitation strategies to secure results.



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Required Skills and Competencies:

- Demonstrated experience with all aspects of annual giving.
- Excellent writing and oral presentation skills.
- Demonstrated ability in project management and relationship management.
- Highly competent working in Raiser's Edge.
- Strong interpersonal and communication skills.
- Thoroughness and attention to detail.
- Demonstrates the highest level of personal and ethical standard with the ability to represent the organization professionally and responsibly.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this position. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. All staff may be required to perform duties outside of their normal responsibilities as needed. The employee is expected to adhere to all company policies.

How to Apply

Interested candidates should email a cover letter with salary requirements and resume to info@metrony.wish.org.
Application deadline is Sunday, September 16th.