

Title: Annual Giving Manager

Office: Delta Zeta Foundation

Reports to: Chief Advancement Officer

The Annual Giving Manager is responsible for the execution and growth of the Foundation's multichannel giving campaigns including its digital and direct mail appeals, monthly giving and parent giving. They will design, oversee and manage programs designed to build a culture of faithful support from alumnae, parents, friends and collegiate members. This role involves managing data segmentation, database operations and targeted solicitation strategies to ensure an efficient and data-driven approach to fundraising.

Multichannel Appeals/Communications

- Develop and execute Delta Zeta's direct mail and digital fundraising appeals.
- Analyze donor trends and engagement data to create targeted outreach strategies.
- Coordinate with communications and advancement teams to optimize donor messaging and engagement.
- Manage external consultants and vendors who are contracted to assist with the writing, design, targeting and fulfillment of direct mail fundraising appeals.
- Increase the use of digital marketing tools and analytics to improve segmentation, targeting and messaging to create more personalized digital experiences for all donors.
- Stay up-to-date on trends in annual giving and data-driven fundraising techniques to improve donor engagement.
- Oversee and grow a sustaining (monthly) giving program.
- Oversee the 1902 Loyalty Society for collegiate members.
- Prepare regular reports of all campaign activity for staff and volunteer leadership.

Donor Stewardship and Retention

- Maximize the acquisition of new donors, the retention of current donors and the reactivation of lapsed donors.
- Develop and maintain individualized stewardship plans to ensure the engagement and stewardship of specific donors and groups of donors.
- Ensure a consistent cycle of appreciation and recognition through the prompt acknowledgment of gifts and fund/impact reporting. Review gift reports, and work with the team to ensure the appropriate acknowledgment and stewardship of gifts; make recommendations when it is appropriate for the Chief Executive Officer, Chief Advancement Officer or a board member to personally acknowledge a gift.
- Maintain accurate and up-to-date records of donor interactions and transactions in the donor database.
- Stay informed of best practices and propose stewardship projects (including print and electronic communications and in-person and virtual events, etc.) that strategically support Delta Zeta's engagement and solicitation goals.

Other duties as assigned.

Qualifications

- Bachelor's degree from a four-year college or university with two to four years of related experience; or equivalent combination of education and experience
- Three plus years of experience in fundraising, annual giving or donor relations
- Strong proficiency in fundraising CRMs (e.g., Raiser's Edge, Salesforce, Blackbaud or similar)
- Experience in data analysis, segmentation and reporting to drive fundraising decisions
- Excellent communication, project management and collaboration skills
- Knowledge of annual fund best practices and donor stewardship strategies
- Experience with direct mail and email marketing platforms
- Excellent organizational, verbal and written communication skills
- Professional, outgoing and customer service oriented manner
- Ability to maintain positive working relationships with others, both internally and externally, to achieve organizational goals
- Self-motivated, works with a sense of urgency; able to manage multiple priorities in a rapidly changing environment and excels in a goal-oriented environment
- A home office space that allows the applicant to be on phone or video calls throughout the day without interruption is required.

Location

This position is remote. Some travel may be required.

Applications will be reviewed on a rolling basis, with a final deadline of May 19. Early submission is encouraged.

To apply, please email your cover letter and résumé to Alicia Favata, Chief Advancement Officer,

at afavata@deltazeta.org.