Individual Giving Relationship Manager

Mission: Friends of the Children-Boston was founded in 2004 with a mission to impact generational change by empowering youth who are facing the greatest obstacles through relationships with professional mentors – 12+ years, no matter what.

Organization: Friends of the Children was built around a simple solution: enter their lives early, provide them with a dedicated, caring adult and stay by their side, no matter what. At Friends-Boston, we pro-actively identify kindergartners facing the toughest challenges and the most significant barriers to future success, but who we believe possess untapped limitless potential. We then relentlessly dedicate our resources to them by providing a paid professional mentor (Friend) for their entire school aged years – kindergarten through graduation, no matter what. We call the children we serve “Achievers” to demonstrate our belief in their potential to succeed, just as we call our professional mentors “Friends” because they are forming meaningful relationships with our youth. Friends-Boston’s long-term goal is that Achievers will graduate from high school and succeed in college.

Position Description

The Individual Giving Relationship Manager will play a critical role in and be responsible for delivering a donor engagement, prospect identification, and moves management plan that will help the Development Department achieve our 5-Year, $20 million growth plan. The Individual Giving Relationship Manager is a key role which reports to the Director of Development and is responsible for developing and implementing donor-centric strategies to increase annual revenue from a portfolio of 360+ individuals and family foundations through gifts, planned giving, the annual giving campaign, and individual donor campaigns.

The Individual Giving Relationship Manager is charged with meeting targets and contributing to the overall growth of private philanthropy and will carry a reasonably sized prospect pool. The Individual Giving Relationship Manager candidate will be an individual with experience in individual donor relationship management and prospect research identification and cultivation, as well as development experience in annual fund, mid-level gifts, and individual donor campaigns leveraging direct mail, face to face, and online strategies to increase annual revenue.

The Individual Giving Relationship Manager will have the responsibility of annual fund renewals and upgrades, annual acquisitions, overseeing accurate and timely data input, coordinating annual stewardship activities and conducting all follow-ups. The successful candidate will have a track record of advancing an annual giving including direct mail, acquisition, data analytics, and outsourced resources.

Essential Duties & Responsibilities

Donor Cultivation, Stewardship, and Solicitation (approximately 50%)

- Work with the Director of Development to increase donor acquisition, retention, and upgrade gifts based on Annual Fund best practices (including mailed appeals, regular digital communications, and more) paired with data analysis and use of communications and social media tools.
- Coordinate and execute individual donor strategy and campaigns with the assistance of the Development Team with agreed upon strategic goals of growing and diversifying donor-base, increasing new donor pool, and incremental growth of existing donors.
- Able to set strategy and develop campaigns and appeals aimed at individual donors, including renewals, acquisitions, communications, and correspondence.
- Manage a portfolio of and build relationships with 300+ sustaining (>$999) and 65 mid-level donors ($1K-$5K) to further their engagement with Friends-Boston; cultivate, solicit, and close gifts of up to $5,000 including face-to-face solicitations, when possible and personalized proposal development as needed.
- Build and manage a pipeline of prospective donors for Friends-Boston by researching and identifying new individual prospects, ensuring an annual increase of funding from individual donors that is in line with the organization’s stated revenue goals.
• Working in tandem with the Director of Development, identify major gift prospects from mid-level donor pool to engage and move up the major gift pipeline.
• Participate as a member of the Development Team contributing to the over-all planning and providing fundraising counsel.

**Donor Engagement & Communications (approximately 30%)**

- Assist with developing the strategy, managing the logistics, and executing activities for individual donor engagement opportunities including meetings, tailored small events, as well as Friends-Boston’s annual events.
- Oversee internal donor tracking and moves management for the portfolio and achieve at least 30 donor visits per year and 7 touchpoints per year.
- Support strategic individual donor outreach and communications including collaborating on design and writing of annual appeals, regular correspondence with individual donors, and coordination of site visits.
- Work in close partnership with the members of the Program Team to coordinate volunteer engagement requests and opportunities allowing for mission engagement for individual donors and prospects.
- Ensure volunteer engagement opportunities align with Friends-Boston’s Achiever-centered philosophy and approach.
- Research and write individually tailored stewardship reports to donors on the impact of their gifts.
- Work in partnership with the Development Team to build a robust and aligned donor communications calendar; coordinate annual fund communication calendars, messages, and design of messages and materials.
- Assist donor communications via mail, e-mail, and website by providing appropriate mailing distribution lists.
- Support Development team at events including setting up and staffing registration table, and assist with set-up and breakdown.

**Donor Data Management (approximately 10%)**

- Manage efficient and effective methods for individual donor tracking, including accurate categorization of giving preferences and oversight of moves management.
- Responsible for maintaining efficient systems for prospect research and relationship management.
- Take primary responsibility for maintaining corporate partner and volunteer records, running reports in the organization’s development database, and provide analysis of marketing communications data.
- Responsible for direct mail data pulls including annual giving, renewals and cultivations; provide monthly tracking and evaluation reports to Development Team regarding the status of individual pledges.
- Work in partnership with members of the Development Team to analyze fundraising data so that Friends-Boston can make informed decisions on donor prospects and strategies.

**Organizational Support (approximately 10%)**

- Support organizational fundraising efforts, including but not limited to, events, donor cultivation, annual mailing, and funder visits.
- Support programmatic efforts and events as needed and when appropriate.
- Actively contribute and participate in organizational-wide activities to advance the overall success of our organization and delivery of our mission.
- Other duties as required.

**Required Skills and Experience**

**Position Requirements (Education, Experience, Knowledge, Skills, Abilities, Work Demands)**

- Bachelor’s degree and minimum of four years’ experience in fund development or individual giving.
- Understanding of fundraising cycles and best practices, donor engagement strategies, and donor stewardship is required.
- Experience working in or overseeing an annual giving program, preferably with a wide range of donors.
- Donor data-base experience on managed prospects, management and reporting of metrics/key indicators for individual donors.
- Broad knowledge of the principles of fundraising.
- Demonstrated ability to manage multiple projects concurrently under deadline pressure and changing priorities.
• Ability to solve problems creatively in order to meet organizational goals and objectives.
• Ability to review the work of others to ensure conformance to standards.
• Strong communications and writing skills with the ability to interact effectively across a broad spectrum of staff, both orally and in writing, is required.
• Enjoy working independently and as part of a team.
• Ability to represent Friends-Boston at fundraising events and meetings and to work well with a broad range of constituencies.
• Ability to maintain high level of donor confidentiality.
• Ability to work occasional evenings and weekends as event and project deadlines dictate.
• Able to travel to meetings and events as needed.
• Access to a reliable vehicle.
• Must be willing to join a quick-paced energetic Development team, and work with a group of talented, committed volunteers.
• Strong computer skills required. Knowledge of Microsoft Office, Google Suite, and fundraising and/or prospect research databases strongly preferred.

How to Apply

Application Information

Friends of the Children-Boston offers a collaborative team of colleagues who are passionate about the mission and a flexible working environment. Salary $60,000-68,000

To apply, candidates should review the Friends-Boston website and submit a resume and thoughtful cover letter explaining why you would like to be considered for this position to stacy@friendsboston.org.

Stacy DellOrfano
Friends of the Children-Boston
184 Dudley Street, Suite 100
Roxbury, MA 02130

Friends of the Children-Boston is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. www.friendsbsoton.org