

Annual Giving Manager

Full Time

Reports to the Director of Development

Seattle Parks Foundation is a 20-year-old nonprofit with a history of successful planning, organizing, advocacy, and fundraising on behalf of our city's public spaces.

The Annual Giving Manager is one of the public faces of our foundation—a key relationship builder who works closely with community partners and donors to deliver on the promise of Parks for All. As such, this individual must model our core commitments as an organization:

- We listen to learn, work in partnership, and lift up others.
- We are committed to diversity, equity, and inclusion. This means confronting our assumptions about structures of oppression and, in response, continually remaking our internal culture.
- We are accountable. When we commit, we deliver. When we make a mistake, we accept responsibility.
- We embrace change and the challenges that come with it.
- We nurture a culture of gratitude and continually celebrate and thank volunteers, staff, partners, and donors.

JOB DESCRIPTION

We are seeking a talented Annual Giving Manager to enrich our annual giving program. This individual will lead and implement our annual campaign—including solicitations, donor cultivation, and stewardship activities and events—and manage multiple other projects and deadlines.

The Annual Giving Manager is responsible for cultivating positive relations with donors, staff, and fiscal partners to ensure that Seattle Parks Foundation's community giving goals are met. This involves working closely with a joyful, diverse, and experienced staff and an engaged, connected, and strategic board of directors, as well as community partners who contribute their abundant intelligence and wisdom.

We are looking for a self-starter who is innovative, creative, and detailed-oriented and has a passion for equitable parks and public spaces. This individual must have excellent writing and research skills and be comfortable on the phone with donors, funders, and partners.

KEY RESPONSIBILITIES

- Uphold our values of diversity, equity, and inclusion and apply those values in developing, implementing, and evaluating organizational and individual work.
- Work with the Director of Development to manage and execute the foundation's annual campaign in a way that increases donor retention, deepens donor engagement, and

meets or exceeds our goal of raising \$115,947 annually from community and mid-range donors.

- Hold primary responsibility for engagement and retention of community and mid-range donors, as well as monthly donors.
- Build collaborative relationships with fiscal partners to help them achieve their mission and meet their fundraising goals.
- Manage and enhance (and draft, as needed) correspondence with donors, including email and direct mail solicitations, project updates, and acknowledgment letters, in consultation with the Communications Manager and other staff.
- Be responsible for strategy, planning, and performance of email and direct mail programs.
- Plan and implement foundation donor events throughout the year, including the production of invitations, monitoring RSVPs, managing vendor logistics and relationships; consistently monitoring and evaluating the impact of donor engagement activities and recommending adjustments and new strategies as needed.
- Work with the Director of Development to support the foundation's Corporate Sponsorship and Grants programs by retaining business and funder support and identifying new prospects.
- Work with the CEO, Deputy Director, and Director of Development to administer the annual Board Giving Campaign and assist with Planned Giving and Capital Campaign efforts as needed.
- Manage the annual giving budget (revenues and expenses) and track against spending; contribute revenue and expense projections during the annual budgeting process.
- Oversee pledge payment tracking and work with the Director of Development, Finance Assistant, and Administrative Coordinator on pledge payment reminders.
- Serve as the primary contact for general fundraising inquiries from donors, and loop in other staff as needed.
- Sign donor acknowledgment letters and make donor acknowledgment calls daily.
- Develop fundraising resources for fiscal partners based on their fundraising priorities and needs.
- Conduct research on prospective donors and funders as needed.
- Attend foundation and partner-related events as needed.

QUALIFICATIONS

- Demonstrated commitment to Seattle Parks Foundation's mission and to racial equity
- Fundraising experience in the nonprofit sector
- Event management experience, preferably in the nonprofit sector
- Excellent verbal and written communication skills
- Experience with drafting successful fundraising appeals or proposals
- Proficiency in using donor database systems and online fundraising tools, preferably Raiser's Edge and Classy
- Ability to work collaboratively and with a positive attitude in a team environment

DESIRED SKILLS, EXPERIENCE, AND ABILITIES

- Strong project management skills
- Meticulous attention to detail
- Exceptional relationship-building and interpersonal skills
- Ability to thrive in a fast-paced, adaptive environment
- Proficiency with MailChimp, WordPress, and Smartsheet preferred
- Proficiency with Microsoft Office applications—Excel, Word, and PowerPoint
- Ability to work occasional nonstandard hours, including at evening and weekend events
- High comfort level with communicating over the phone

COMPENSATION AND BENEFITS

This is a full-time, exempt position with an annual salary of \$55,000 to \$65,000, depending on experience level.

We also offer a generous benefits package, including:

- Employer-paid medical insurance
- IRA plan, with organizational match of up to 2% of annual salary
- Paid vacation and sick leave
- 10 paid holidays per year
- Unlimited ORCA transit pass or transportation stipend

To apply, please submit a resume and a cover letter to info@seattleparksfoundation.org. In your cover letter, please describe how your personal and/or professional experiences relating to diversity, equity, and inclusion have influenced your career or specific aspects of your previous jobs. Please also share an experience you've had inspiring giving through a successful event, funder proposal, and/or campaign.