

Ronald McDonald House Charities of Greater Delaware

Position: Individual Giving Officer

Position Summary: The Individual Giving Officer is an important part of the Development Team and is responsible for cultivating, managing and stewarding current individual donors and recruiting new individual donors. This position plays a vital role in overseeing the annual campaign for individuals and launching a formal major gifts initiative for the Ronald McDonald House Charities of Greater Delaware. The Individual Giving Manager also oversees the organization's planned giving program.

The Individual Giving Officer is motivated to work and promote our mission, can think and act strategically as well as tactically, is committed to working collaboratively with our small and passionate team and loves to work with a wide variety of people.

Position Reports To: Director of Philanthropy

Nonexempt Exempt (check one)

Hours: Full Time. Some weekends and evenings are required.

Job Responsibilities:

Annual and Special Gifts Management: Directs cultivation, solicitation, and stewardship efforts to engage current donors in order to increase annual giving and creates the opportunity for Major Gifts and Planned Gifts.

- Provides day-to-day management and strategic oversight for current individual donors and manages a portfolio of approximately 100-125 individual donors and/or prospects.
- Assigns other Development Team members and the President & CEO individual donors and/or prospects.
- Grows individual giving through engagement of current constituents, fundraising events, volunteers, and other strategies.
- Develops and implements outreach strategies to attract new individual donors that will expand and diversify the donor database.
- Manages year-end giving campaign including personalization of appeals for key donors.
- Designs, implements, and launches a Major Gifts program and develops strategies for identifying, cultivating, soliciting, and stewarding qualified donors for Major Gifts.
- Oversees Adopt a Room program.
- Collaborates with the Director of Philanthropy to create deeper donor engagement through giving and/or loyalty societies.
- Updates and relaunches our current Planned Giving program engaging with our partners, FreeWill and Stelter.
- Oversees all aspects of Legacy of Hope Society.
- Crafts effective proposals, reports, acknowledgements and assists with the messaging for all individual appeals.
- Ensures that all individual donors who give through United Way are also a part of our cultivation and stewardship plan.
- Manages all strategies pertaining to Partners in Hope, our monthly giving society in order to grow the number of monthly donors and the resulting revenue.

- Works with the team to ensure cultivation and stewardship efforts are consistent with the team's stewardship plan.
- Updates donor profiles to reflect all donor outreach and activities. Gives tours to donors and prospects.

Additional Support: provides valuable input and supports the Development team in order to achieve fundraising goals.

- Assists annual strategic planning, setting fundraising goals and assisting with additional essential stewardship projects.
- Collaborates with Development Team to assist with creation of bi-annual newsletters, quarterly e-newsletters, direct mail solicitations, stewardship communications and any fundraising communications to support development goals.
- Works collaboratively to support the House's Special Events with whatever assistance is needed and attends all Special Events.

Qualifications

- Proven experience in major, individual gift fundraising (3-5 years' experience)
- Demonstrated ability in building relationships with donors.
- Knowledge and deep understanding of the principles of development and all aspects of the major gift/fundraising cycle
- Must be familiar with donor database systems
- Strategic, self-directed, creative, problem-solver. Must be organized and able to multitask, flexible, able to accept direction and to work independently as well as part of the team.
- Possesses excellent written and verbal communication skills
- Highly collaborative professional, strong interpersonal and customer service skills with a donor-centric mindset
- Is motivated by the mission of the Ronald McDonald House Charities of Greater Delaware and follows our Core Values
- Handles all personal and financial information in a confidential manner
- Bachelor's degree
- Proficient in Microsoft Office
- Flexibility in scheduling with occasional weekends and evenings necessary