



Tony La Russa's
**Animal
Rescue
Foundation**

Job Title: Annual Giving Manager
Reports to: Development Director
Department: Development
FLSA Classification: Exempt
Updated: October 2018

Core Values

- Open
- Driven
- Educator's Spirit

Strategic Anchors

- Save Lives
- Inspire Learning
- Connect Hearts

Position Summary:

Management and daily oversight of annual giving programs. Cultivate, solicit, and maintain relationships with annual donors. Provide creativity, enthusiasm, and new ideas to engage people with ARF's mission, attract new donors, and increase fundraising capacity. Oversee gift acknowledgement process, donor database, and supervise two staff members.

Principal Duties:

- Responsible for annual giving program, including the planning, execution, and evaluation of direct mail, online donations, workplace giving, monthly sustainers, vehicle donations, #Giving Tuesday, and other programs.
- Establish annual fundraising budget goals, monitor metrics to track progress and take action as necessary to ensure success.
- Plan, execute, and evaluate direct mail appeals and donor acquisitions using effective segmentation. Analyze and report statistics, data, and trends.
- Strategize and coordinate fundraising campaigns with marketing activities to effectively integrate online and offline promotional efforts through multiple channels.
- Craft online donor experience in coordination with Marketing Manager to reflect ARF's mission, accomplish fundraising goals, and build online donor recruitment, recognition, and stewardship.
- Expand donor base and improve donor retention, renewal and solicitation programs.
- Manage annual fundraising pet walk as part of Animals on Broadway event, and utilize peer-to-peer fundraising software.
- Cultivate, solicit, and nurture relationships with annual donors.

- Provide extraordinary service to donors in person and on the phone, quickly respond to inquiries and requests, be able to verbally communicate ARF's mission to galvanize potential donors.
- Remain up to date on current fundraising trends, tools, resources, and relevant economic factors, legislation, and regulations pertaining to fundraising activities and donor acknowledgment.
- Supervise performance of development coordinators responsible for data management, queries, reports, and acknowledgments.
- Participate in ARF fundraising events and community events as required.
- Always promote a humane and caring attitude toward all animals.
- Always treat people and animals with respect; to contribute to effective teamwork; to promote intra- and inter-departmental cooperation; and to foster public relations beneficial to ARF.
- Maintain the confidentiality of all information.
- Comply with all Federal, State and local safety regulations and laws, as well as ARF policies and guidelines. Follow established procedures governing safe work practices; and perform duties in a manner that assures the safety of oneself and others.
- Ensure that supervised staff and volunteers comply with all Federal, State, and local safety regulations and laws, as well as ARF policies and guidelines.
- Perform duties in a manner which encourages attainment of goals, contributions and business for ARF and its programs.
- Promote teamwork, communication, and cooperation with all other departments.
- Follow safe driving practices, obeying all traffic laws at all times when driving for ARF business purposes.
- Perform other duties as assigned.

Physical/Environmental Requirements:

- Work environment includes constant exposure to animals and animal allergens.
- Push/pull moderately heavy objects up to 25 pounds.
- Lift and move objects and animals weighing up to 30 pounds for short distances.
- Kneel, bend, stoop, squat, reach above and below shoulder level, grasp and turn objects, stand and/or walk frequently and repetitively throughout each shift.
- Flex the neck upward and downward; twist the neck and the waist.
- Sit for long and short periods of time using a computer.
- Tetanus and rabies inoculations are required or must be waived.
- Drive a vehicle.

Educational Requirements:

Four-year college degree required. Preferred emphasis in communications, English/creative writing, public relations, finance, or a related field. (Qualifying work experience will be considered as an alternative; on the basis that one-year of experience may be substituted for one year of education.)

Experience, Abilities And Qualities Required:

- Minimum 3 years of experience in nonprofit fundraising. Preferred experience in annual giving including direct mail, online giving, workplace giving, monthly giving, list acquisition, and social media.
- Proven strong management, organizational and planning skills with a demonstrated ability to lead; meet deadlines, delegate tasks, supervise and evaluate work force. Demonstrate flexibility and a positive attitude in a changing environment.
- Raiser's Edge and Luminate experience preferred.
- Excellent people management and proven leadership skills. Be viewed as a motivator and leader. Experience developing staff into a cohesive team while holding individuals and work units accountable for their results.
- Strong verbal and interpersonal skills, both one-on-one and in a group, including public speaking.
- Comfortable and skilled in working with diverse staff, volunteers and community
- Ability to communicate with the public, volunteers and co-workers in a pleasant, courteous and tactful manner at all times.
- Effective writing and proof-reading skills for creative fundraising content for multiple campaigns throughout the year and for special initiatives.
- Ability to establish and achieve goals and objectives.
- Self-starter, facilitator, organizer and innovator.
- Proven ability to exercise diplomacy and confidentiality in communicating with others.
- Strong analytical skills, effective problem-solving skills, and ability to identify opportunities.
- Affection for animals, concern for their welfare and a willingness to accommodate animals in the work place.
- Demonstrate maturity, good judgment and professional manner and personal appearance.
- Ability to work with, evaluate, coach and supervise staff and volunteers in an effective and respectful manner while holding individuals accountable for their results.
- Must have a valid California Driver's License, not have more than two at-fault incidents in a three-year period and no major at-fault violations in the last ten years, and must be insured.
- Must be able to pass a background check.

Hours:

Exempt position requires a minimum of 40 hours per week. Daily reporting hours and days of the week may vary according to the needs of the Division. Weekend and evening work may be required.

Salary: \$50,000 - \$65,000 DOE

To Apply:

An employment application is available for download. To apply for this job, please send your application, cover letter, resume and salary requirements to schew@arflife.org or fax to (925) 977-9079 or mail to "ARF Jobs, 2890 Mitchell Drive, Walnut Creek, CA 94598".