

**BIG BROTHERS BIG SISTERS  
JOB DESCRIPTION**



**Position: Manager of Individual Gifts**

Immediate Supervisor: Chief Development Officer

**Position Summary:** Plan, implement and manage a comprehensive Annual Giving program that focuses on increasing the number of individual donors giving repeatable, unrestricted, and/or budget relieving gifts at *Little Moments*, *Big Magic* leadership levels (\$1,000 to \$25,000)

This includes using all annual giving involvement and solicitation methods: direct mail in conjunction with the National office, phone solicitations, special events through the Raising More Money™ model, volunteer cultivation and solicitation programs, face-to-face cultivation and solicitation; and providing appropriate stewardship to all annual giving donors.

**Position:** Exempt

**Primary Responsibilities Include:**

- Develop and implement a comprehensive annual giving program including annual gifts from all sources and using all appropriate methods.
  - Develop a cultivation and solicitation calendar as part of the plan
  - Make and implement decisions about assignments, solicitation methods and market segmentation
    - Special events, with primary focus on the RMM model
    - Direct mail or letter appeal
    - Conduct yearly review and assessment of annual giving program, making adjustments as necessary
- Set and meet all annual giving dollar, acquisition, retention and upgrade goals.
- Work closely with the leadership team on their top level cultivation and solicitation activities
- To develop a comprehensive plan with measurable goals and objectives that will provide an appropriate level of stewardship as defined above for all donors
  - This plan will cover all program areas and all giving levels and all volunteers
  - Annual giving, gifts from corporations and foundations, planned gifts and gifts from any fundraising events are included in the plan
  - It will include a comprehensive stewardship calendar
- To provide a baseline of stewardship and accountability reports, letters and/or audio and visual information to all restricted and unrestricted donors
- Manage a pool of 50 to 75 *Little Moments*, *Big Magic* prospects and donors.
  - Develop strategies,
  - Make 3 to 5 face-to-face visits per month and
  - Write contact reports for each visit.

**QUALIFICATIONS:**

- A bachelor's degree
- An articulated belief in the mission of BBBS
- A 3-5 year proven track record in development or in appropriate transferable responsibilities
- Excellent communications skills, emphasizing the ability to listen and hear others
- Integrity
- Computer proficient

**Performance Measure:**

Meet annual revenue goals for the Individual Giving Budget.