

GIRL SCOUTS OF EASTERN MASSACHUSETTS

POSITION DESCRIPTION

Position Title: Annual Giving and Alumnae Relations Manager
Reports to: Director of Development
Position Grade: 7

Position Summary

The Annual Giving and Alumnae Relations Manager will plan and implement all annual giving fundraising efforts in support of the Girl Scout mission and will be responsible for launching and managing an Alumnae Relations program. The position is responsible for identifying, cultivating, soliciting and managing current and prospective annual giving donors and for identifying and cultivating Girl Scout Alumnae.

Key Responsibilities

1. Works closely with the Director of Development to develop an effective annual giving program including identifying annual gift prospects, gift strategies, proposal development, visitation logistics, acknowledgement/recognition, etc.
2. Establishes and tracks a stewardship program to cultivate key annual donor relationships.
3. Researches giving patterns, assets, circle of friends for annual donors and prospects.
4. Rates donors and prospects creating an individual plan of work for each.
5. Maintains detailed records of contact information for annual donors/prospects.
6. Cultivates alumnae relationships for potential gift or leadership roles.
7. Works with marketing staff to develop solicitation materials.
8. Recruits and trains volunteers to support stewardship efforts.
9. Provides professional, quality customer service to donors, volunteers, staff, and other community contacts.
10. Prepares stewardship reports, gift agreements, etc.
11. Coordinates donor recognition strategies.
12. Performs other duties as assigned.

Skills and Qualifications

- Bachelor's degree or equivalent experience in a related field.
- Five years documented experience in annual giving.
- Experience with using "Raisers Edge" at a high level of efficiency and effectiveness.
- Demonstrated success in obtaining annual gifts and developing relationships with board members and donors.
- Experience with prospect identification, cultivation, solicitation and stewardship is essential.
- Experience working with and cultivating volunteers to support development efforts.
- Familiarity with planned giving options is highly desirable.
- Ability to effectively identify, analyze and solve problems.
- Ability to communicate clearly orally and in writing.
- Proficient in the use of Microsoft Windows and Office software.