

**PURPOSE**

The Annual Giving Manager is responsible for the planning, implementation, and execution of the Kappa Kappa Gamma Foundation's annual giving programs. This includes developing and managing the annual giving budget, identifying and cultivating lead annual prospects, soliciting gifts, and stewarding donors. The Annual Giving Manager also works closely with other members of the advancement team to ensure all fundraising efforts are aligned with the organization's overall strategic goals.

**RESPONSIBILITIES**

- Create and implement a comprehensive plan detailing the annual fund solicitation timeline.
- Maintain a portfolio of a minimum of 50 lead annual gift prospects. Solicit gifts from those prospects through personal visits, phone calls, and emails.
- Maintain and enhance donor recognition, retention, and stewardship efforts in relation to annual giving communications. Work with the Donor Relations Manager to ensure all messaging is in alignment with other Foundation communications.
- Identify major gift prospects through annual giving trends to build a donor pipeline to share with the Major Gift Officers for major and deferred gift development.
- In collaboration with the Marketing & Communications team and external partners, design digital and physical fundraising campaigns utilizing a variety of media with targeted messaging, data segmentation, and personalization.
- Track Annual Loyalty Fund progress toward goals by monthly monitoring, analyzing, and evaluating annual giving results. Use benchmark reports to continuously hone the efficacy of annual giving programs.
- Research, maintain, and apply a current working knowledge of new approaches, standards and best practices used in annual giving to develop and manage a sophisticated, comprehensive, and multichannel annual giving program.
- Other duties as assigned.

**POSITION REQUIREMENTS**

- A bachelor's degree.
- Excellent oral and written communication skills.
- Proven knowledge of cultivation, solicitation, and stewardship strategies and techniques.
- Self-motivation and discipline to regularly achieve fundraising KPIs.
- Excellent organizational, interpersonal and networking skills with large groups as well as with individuals.
- Ability to manage and report on multiple projects simultaneously and meet deadlines under pressure.
- Ability to maintain a high level of poise and professionalism in all circumstances.
- Ability to initiate and build relationships with donors and volunteers.

**PREFERRED QUALIFICATIONS**

- A minimum of two years of experience in annual giving.
- Experience working in Blackbaud Raiser's Edge NXT or a similar donor database system.