



## MISSION

To provide assistance and advocacy for people in financial crisis, helping them move toward self-sufficiency.

## JOB DESCRIPTION: ANNUAL GIVING MANAGER

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DEPARTMENT: Advancement  
REPORTS TO: Director of Philanthropy  
FLSA: Exempt, Full Time  
LAST REVISED: November 2024

### ORGANIZATION SUMMARY

Crisis Assistance Ministry helps stabilize housing for Mecklenburg County families by providing for basic needs, including emergency rent and utility assistance, clothing, appliances, and household goods; empowering families to achieve longer-term financial stability; and educating and engaging the community to increase understanding of the complexities and challenges of low-wage earners in our community.

### POSITION SUMMARY

The Annual Giving Manager owns the Crisis Assistance Ministry donor journey. As a team member of a robust fundraising organization, the Annual Giving Manager will lead the agency's direct mail and digital giving strategies, a significant revenue-driving mechanism for the agency.

The Annual Giving Manager joins an inclusive culture and brings experience using data to guide strategy, direct mail for increasing revenue, and innovation to meet and exceed donor expectations. Donor-centered research into new strategies, development of innovative techniques, and continuous improvement of philanthropic approaches to giving are key to success. Analysis of data, donor acquisition strategies, stewardship of existing donors, and recapture of lapsed donors to grow funds raised helps more families facing homelessness experience financial security.

### PRINCIPAL DUTIES AND RESPONSIBILITIES

#### Direct Mail and Digital Fundraising

- Strategically craft and implement comprehensive direct mail fundraising appeals to retain existing donors, recapture lapsed donors, and acquire new donors
- Design, create, and implement a digital fundraising model to leverage key digital platforms for the enhancement and growth of donor revenue
- Plan and execute multiple giving appeals throughout the year, including workplace giving
- Lead fundraising appeal assessment and evaluation, recommending future adjustments as needed
- Test new donor markets, giving programs, third-party events, etc., to expand donor support
- Develop targeted strategies to identify potential major donors and create a pipeline that encourages increased giving levels through meaningful interactions, tailored communications, and opportunities for deeper involvement with the organization

## **Analytics and Reporting**

- Analyze donor relationships and determine proper adjustments to donor experience to improve loyalty and retention
- Effectively utilize data analytics to identify trends in donor giving to determine the optimal approach when developing, implementing, and measuring direct mail and digital appeals
- Analyze data and implement industry best practices to maximize direct mail and digital response
- Provide regular reporting throughout the year, especially during appeals

## **Project and Process Management**

- Design and own Standard Operating Procedures (SOPs) for recurring fundraising strategies
- Work closely with team members from multiple departments to ensure that fundraising appeals are effective across all channels
- Oversee the development of fundraising collateral, both print and digital
- Manage selection of and relationships with direct mail firms, print houses, and graphic designers to ensure timely, accurate, and cost-effective production of appeal components
- Develop and monitor the timeline for all appeals components
- Work collaboratively to ensure brand consistency across the agency

## **Other Duties as Assigned**

- Actively engage in department and agency project teams and participate in internal working committees
- Represent the agency at community events, as requested
- Represent the agency through agency tours and internal events as needed

## **REQUIRED EXPERIENCE AND EDUCATION**

### **Leadership, Passion, and Teamwork:**

- Deep passion for serving individuals experiencing poverty and promoting financial stability
- Highly collaborative and energized by a dynamic, mission-driven environment
- Thrives in an evolving setting, leading with a commitment to upholding customer dignity
- A reliable team player who actively contributes valuable ideas, meets commitments, and fosters a culture of mutual respect and collaboration

### **Skills and Expertise:**

- Four years of experience in sales and fundraising in a medium-sized business or nonprofit, with a record of generating over \$5M in revenue or donations
- CFRE certification preferred
- Active membership in the Association of Fundraising Professionals or similar industry organizations
- Experience in project coordination, working with internal teams, external vendors, and suppliers
- Strong interpersonal skills with a focus on relationship building
- Excellent verbal and written communication skills
- Working knowledge of Salesforce or another comparable donor database system
- Exceptional customer service skills
- Comfortable using digital communication tools like social media and email marketing platforms
- Familiarity with Adobe Design Suite
- Ability to work both independently and collaboratively as part of a team
- Proficient in Windows OS and Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

## WORK ENVIRONMENT

- Monday through Friday, 8:30 AM to 5:00 PM are general business hours
- Willingness and flexibility to work after business hours and on weekends as required
- While performing the duties of this position, the employee works primarily in an office environment and is required to work predominantly sitting, standing, walking, bending, typing using a computer, answering the telephone, and reaching with hands and arms
- Expected to maintain the workspace in a safe manner, free from safety hazards, and should seek a quiet and distraction-free working space to the extent possible

## GENERAL INFORMATION

The above statements describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of duties, responsibilities, and skills required of personnel so classified. This job description should not be construed to constitute contractual obligations of any kind or a contract of employment between Crisis Assistance Ministry and any employee. Employment at Crisis Assistance Ministry is “at will,” and either party can terminate the employment relationship at any time, with or without just cause.

## ABOUT CRISIS ASSISTANCE MINISTRY

The mission of [Crisis Assistance Ministry](#) is to provide assistance and advocacy for people in financial crisis, helping them move towards self-sufficiency.

Specifically, Crisis Assistance Ministry helps stabilize housing for Mecklenburg County families by providing for basic needs, including emergency rent and utility assistance, clothing, appliances, and household goods; empowering families to achieve longer-term financial stability; and educating and engaging the community to increase understanding of the complexities and challenges of low-wage earners in our community. On a typical day, more than 120 families seek assistance through the independent, nonprofit agency located in Charlotte. Visit [crisisassistance.org](https://crisisassistance.org) or follow them on [Facebook](#), [X \(formerly Twitter\)](#), [LinkedIn](#), and [Instagram](#) to learn more.