



<p style="text-align: center;"><b>Director of Annual Giving Position Description</b></p>
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**I. TITLE: Director of Annual Giving**

**FLSA:** Exempt

**II. POSITION SUMMARY:**

The **Director of Annual Giving** is responsible for the leadership, management, and execution of Waterloo Greenway’s annual giving program and special events. Reporting to and working directly with the Chief Development Officer, the Director of Annual Giving will play a vital role in growing the philanthropic revenue for an entrepreneurial, mission-driven organization. In collaboration with the Chief Development Officer and development team, responsibilities include meeting or exceeding the annual fund and events-related fundraising goals; acknowledging, stewarding and growing annual fund contributions; developing and successfully implementing all organization special events; representing the organization to donors, vendors, and the public; producing various fundraising-related collateral; maintaining the donor database; and managing volunteers. The successful candidate will be self-motivated, entrepreneurial, and willing to take complete ownership of critical duties.

S/he will maintain an in-depth knowledge of Waterloo Greenway’s strategic funding priorities to establish long-term partnerships and strengthen existing relationships with current funders while building out membership and leadership circle programs. S/he will manage a portfolio of 125+ Individual and Corporate donors. Additionally, s/he will manage a team of development staff, including: Grants Manager, Special Events, Coordinator, and Corporate Specialist.

**III. ESSENTIAL FUNCTIONS:**

- Responsible for the management and implementation of the organization’s Annual Giving program (direct mail, in-kind donations, workplace giving, and online giving).
- Work with Chief Development Officer to establish long-term goals and objectives, to strategize annual campaign, and all other fundraising efforts.
- Cultivate and steward gifts from individuals by maintaining frequent contact with current major donors and developing new relationships with prospects.



# waterloo greenway

- In partnership with the Chief Development Officer, oversee membership and leadership circle program including cultivation, engagement, events, and giving.
- Ensure proper donor recognition and stewardship and oversee special stewardship projects including: follow up letters after VIP events, holiday card mailings, invitations to special events, personal calls to donors, etc.
- Manage the Waterloo Greenway Development Committee
- Develop strategies for new donor acquisition and growth.
- Collect and input donor and prospect information into donor database. Ensure accuracy of gift entry and reporting.
- Assist in the creation of external content and collateral for the Development department, including but not limited to appeals, newsletters, social media, website, and invitations.
- With assistance from Development and Finance Team, prepare department reports, dashboards, and presentations for board.
- Working with Special Events Coordinator, successfully execute a new annual Gala and other special events, raising in excess of \$1.5 million, including:
  - Submitting and securing corporate sponsorships as related to special events.
  - Researching and investigating all venues for events, including preparing overall cost analyses for each venue. Seeking multiple bids prior to making a final recommendation to Chief Development Officer.
  - Soliciting and managing all vendors related to special events, and manage and negotiate contracts with input from the Executive Director. \
  - Work with the Executive Director to update corporate sponsorship materials for the Annual Gala, including in-kind (auction), sponsorship benefit levels and solicitation letters, track sponsor contracts, and ensure donor(s) receives all benefits.
  - Interface and work with the Manager of Development Operations and Finance to ensure adherence to gift acceptance, gift counting, and gift processing policies and procedures, and to fulfill information requests and maintain reporting accuracy.

## **IV. OTHER ACCOUNTABILITIES:**

- Provide professional, quality customer service to donors, members, volunteers, staff, and other community contacts.
- Prepare data for CEO and Board, to share ongoing results for fiscal year.
- Maintain all relevant data in database include donor meetings, correspondences, actions, etc.





**V. PHYSICAL DEMANDS AND WORK ENVIRONMENT:**

This job is primarily performed in an indoor office environment, requiring the candidate to remain in a stationary position over 50% of the time. During events, this person may be required to lift heavy objects and stand for long periods of time; this is not essential and reasonable accommodations will be made if the person is not able to meet this requirement. This person occasionally works in outdoor weather conditions. Reliable transportation is required to attend frequent meetings off-site. Some evening and weekend hours are required.

**VI. EDUCATION AND EXPERIENCE:**

- Bachelor’s degree from accredited four-year college or university.
- Minimum 7 years of Development experience including demonstrated success in individual giving, corporate sponsorship, alumni giving, and special events fundraising and management.
- Experience with fundraising and data management systems; Raiser’s Edge is highly desirable.
- Experience with moves management including, but not limited to, prospect identification, cultivation, solicitation and stewardship.
- Proven track record of achieving annual fundraising goals of \$1M - \$2M+
- Commitment to mission and vision of the Waterloo Greenway Conservancy
- Demonstrated ability to think strategically and thorough understanding of strategic development
- Demonstrated ability to identify, cultivate, and manage donors
- Strong partnership building and event planning skills
- Strong verbal communications skills and demonstrated ability to write clearly and persuasively
- Exceptional organizational, strategic and creative, and accurate multitasking skills
- Demonstrated high professional standards, initiative, and integrity
- A sense of humor

**VII. KNOWLEDGE, SKILLS AND ABILITIES:**

**CORE COMPETENCIES**

- Decision Quality
- Resourcefulness
- Ensures Accountability
- Collaborates
- Communicates Effectively
- Instills Trust
- Nimble Learning





**VIII. ORGANIZATIONAL RELATIONSHIPS:**

- Reports to: Chief Development Officer
- Supervises (if any): Events Coordinator, Grants Manager, & Corporate Specialist
- Supports: Programs; Design & Planning; Finance

**IX. COMPENSATION:**

Competitive compensation, dependent on experience. Full health, vision, and dental benefits. Generous PTO, vacation, and sick-leave policy. IRA with organizational match.

**X. TO APPLY**

Qualified applicants are invited to submit resume, cover letter, and contact information for at least two professional references. Please send complete applications via email to: [brubio@waterloogreenway.org](mailto:brubio@waterloogreenway.org). WG respects confidentiality relating to these submissions.

*Waterloo Greenway Conservancy will not discriminate against any applicant or employee based on race, creed, color, national origin, sex, gender identity, age, religion, veteran status, disability, or sexual orientation.*

