



Title:	Annual Giving Manager
Reports to:	Executive Director
Hours:	40 hours/week, flexible hours, occasional evening and weekend work required
Salary:	Based on experience
Benefits:	Medical, vision and life insurance provided plus 401k
Leave:	15 days PTO plus paid holidays

The mission of The Trail Foundation is to protect, enhance and connect the Butler Trail for the benefit of all.

The Annual Giving Manager is responsible for building and growing an effective annual giving program. The manager will administer and oversee multiple direct mail projects, statistical reporting and analysis, mailing list management, and donor/prospect research and relationship management.

Qualifications

- 4+ years of nonprofit development experience
- Knowledge of nonprofit management and best practices
- Demonstrated ability at writing and securing grants
- Excellent written and verbal communication skills
- Excellent organizational skills, including the ability to manage multiple tasks and projects simultaneously and meet deadlines
- Experience with a donor database system
- Experience preparing proposals and reports and conducting research on and correspondence with key stakeholders
- Experience with complex development strategies
- (Preferred) Experience with building and maintaining long-term development prospects
- (Preferred) Master's degree in a related field

Responsibilities

- Develop and lead a comprehensive annual appeal program, including strategies to incorporate e-campaigns, giving circles, focus on new donors, and increasing average gift amounts.
- Be a lead member in converting database to annual supporters.
- Work closely with the Executive Director, Development Director, Office Manager and other staff to develop fundraising strategies and integrate with organization initiatives.
- Responsible for planning and implementing multiple direct mail appeals annually, with a high degree of customization and emotional appeal.
- Serve as an active prospect identifier, targeting prospects for personal visits and moving annual donors through the donor pyramid into the next giving level. Make creative connections between and among people, events, programs, and their associated circles.
- Oversee budgets, progress, deadlines, goals and objectives related to responsibilities.
- Grant writing and management including prospecting potential funders, collaborating with TTF team on appeal, managing grant calendar, and writing and submitting reports for each grant.
- Secure and manage event sponsors for TTF signature events (Moonlight Margarita Run and Twilight on the Trail) including writing sponsorship agreements and collecting and tracking payments.



- Manage the corporate membership program including securing new members and coordinating appropriate benefits with other staff as needed.
 - Corporate Volunteer Days on the Trail
 - Lunch and Learn presentations
 - Trail Tours
- Annual appeal writing.
- Seek out beneficiary opportunities (Cap10K, Austin Marathon, etc.).
- Amplify Austin and Giving Tuesday.
- Maintain established partnerships with groups like Austin Runners Club.
- Help explore initiatives such as symbolic giving (Adopt-A-Mile, Adopt-An-Acre, etc.).
- Lapsed donor communication.
- Updating all donor acknowledgments bi-annually .
- Maintain donor communications including EOY appeals, direct mail strategies throughout the year, thank you letters, emails, and more.
- Ensure all sponsor gifts and membership benefits are fulfilled.
- Support and attend TTF events as needed.
- Participate in and attend Development, Communications and Events, Ecological Restoration, and Projects committee meetings as assigned.
- Special projects as assigned.
- Other duties as assigned.

Application Process

- Application Deadline: February 15, 2019
- Applications should be sent to: resumes@thetrailfoundation.org
- Include a cover letter, resume, 3 references, and a limited, applicable writing sample
- Include your salary expectations in your cover letter
- Please do not contact staff directly, no phone calls