

# Philanthropy Director, Campaigns Austin Pets Alive!

Austin Pets Alive! (APA!) is one of Austin's most dynamic and best-loved nonprofits. The organization rescues, treats, and adopts out some 10,000 homeless dogs and cats each year, providing the safety net for Austin's most at-risk shelter pets while also assisting other communities in saving homeless animals. While the organization is still distinguished by the scrappiness of its grassroots, community-based animal rescue work, APA! has a national reputation for excellence in lifesaving programs and is recognized as a thought leader in animal welfare.

**Austin Pets Alive! seeks a confident and creative fundraiser to take charge of our campaigns for individual giving to support APA! operations.** The central purpose of this specialized role is to produce and carry out a lively and well-coordinated plan for individual giving, focusing solely on our mass of "regular" supporters, those giving below mid- and major donor levels. The Philanthropy Director will supervise a content specialist, a donor database specialist, a philanthropy assistant and the person in charge of recurring giving, in carrying out the strategy for identifying, inspiring, soliciting, thanking, and recognizing the people who provide the backbone of support for APA! - its tens of thousands of supporters.

The Philanthropy Director will be part of a collaborative team of 11 members, each bringing their specialized skills to implement the fundraising strategy set by the Chief of Philanthropy and managed by the Deputy Chief of Philanthropy. APA!'s accomplishments in lifesaving have long depended on the support of its legion of individual supporters, and so this role is key to its continuing success and requires an experienced, creative, and committed person to fill it. Professionals who love to own their role, take initiative, and let their creativity shine thrive on APA!'s Philanthropy team. Most of all this role demands a person who has an enthusiasm for building a sense of community around a cause, and aspires to stellar campaigns and stewardship. A passion for animal welfare will be essential for this role.

Working under the Deputy Chief of Philanthropy, the Director will be a strategic thinker and will be distinguished by having great project management skills as well as a flair for engaging storytelling. The Director will work alongside a partner in individual giving responsible for overseeing the engagement and cultivation of higher-level gifts.

Austin Pets Alive! is lately enjoying substantial growth and change, with the addition of a Lifesaving Academy in 2018 that has national reach, and a major new collaborative project with national shelter leaders in a wholesale re-imagining of animal services. The organization will also launch a major capital campaign within the next year or two. This means that the Philanthropy Director will have plenty of scope for flexing and advancing skills in large-scale fundraising.

## DUTIES AND RESPONSIBILITIES

### Fundraising

- Create and manage campaigns that inspire and engage the organization's mass of supporters and that are able to grow our donor base
- Meet ambitious monthly and annual fundraising goals
- Track donor and revenue data related to individual giving, providing regular reports to the Deputy Chief of Philanthropy; bring a data-driven approach to fundraising strategies, with a focus on revenue results

### Stewardship

- Contribute to the plan for and oversee stewardship for donors, coordinating with staff who build our pipeline of donors and work with mid- and major-level donors
- Use creative means such as videos, digital updates, and social media to keep regular donors engaged
- Ensure donors are thanked appropriately, feel appreciated, and have a clear sense for how their support enables APA!'s mission
- Plan and lead opportunities for regular donors to interact with APA! people and programs

### Management

- Manage four staff, specializing in content production, donor database management, recurring donations, and a Philanthropy Assistant

- Set key objectives for these four staff and communicate progress regularly to the Deputy Chief of Philanthropy about performance
- Recruit and manage volunteers to broaden Philanthropy team's capacity

**Qualifications:**

- Five or more years' experience in Philanthropy with a record of progressive and successful fundraising; additional background in Marketing techniques is a plus for this role
- Proven success in mounting mass fundraising campaigns for individuals
- A natural project manager; an ability to coordinate and sustain management of long-term projects
- A thorough understanding of and skill in digital fundraising, including engagement and solicitation through email, social media, and websites; knowledge in tracking performance of digital campaigns
- Experience with multiple types of individual giving, including single gifts, recurring gifts, in-kind giving, and peer-to-peer fundraising
- A creative strategic thinker, able to analyze gift data, segment donors, brainstorm opportunities for improvement, and craft strategies accordingly; a willingness to learn about new trends and tools in charitable giving and identify those that will work best at APA!. At APA!, we especially value well-considered, out-of-the-box thinking
- Passionate about animal welfare and the No Kill cause
- Must have substantial experience with donor management systems; ability to assist in transferring to a new system a plus
- Proficiency in Microsoft Office tools and/or Google Suite

**TIME COMMITMENT:** This is a full-time, exempt position and may include weekends and evenings to support program needs.

The Philanthropy team works primarily from home, but the position will require being at our facility regularly

**SALARY** is \$75-80,000 per year, commensurate with experience.

**BENEFITS**

Austin Pets Alive! is proud to offer a competitive benefits package for full-time employees, including up to 95% subsidy on employer sponsored medical coverage, up to 2% match on 401(K) retirement plan, subsidized and voluntary life insurance, voluntary dental, vision and short term disability options, all effective the first day of employment. We also offer voluntary wellness and emergency sick plans, supplemental benefits, subsidized pet insurance, flexible spending accounts and additional life coverage. Full-time employees receive 6 paid holidays and accrue 10 days paid time off during the first year of employment, with a third week of PTO accrual upon completion of 12 months of employment. Employee's will also receive professional development opportunities through APA!'s ongoing mission to advance our animal welfare professionals in our life saving work.

**EQUAL EMPLOYMENT OPPORTUNITIES AND ACCOMMODATIONS STATEMENT**

Austin Pets Alive! is an equal employment opportunity employer and we value having staff who come from communities that are most impacted by the issues we engage on. We especially encourage people of color, LGBTQ people, women, transgender and gender non-conforming people, and people with disabilities to apply.

Austin Pets Alive! does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, gender identity, or any other characteristic protected by applicable law. Austin Pets Alive! is committed to creating a dynamic work environment that values diversity and inclusion, respect and integrity, community focus, and innovation.

APA! is committed to providing reasonable accommodations to qualified individuals with disabilities in the employment application process. To request an accommodation, please contact Talent Acquisition at [job@austinpetsalive.org](mailto:job@austinpetsalive.org) at least one week in advance of your interview.