



Title: Annual Fund Manager

Reports to: CDO

Hours: 40 hours/week, flexible hours, occasional evening and weekend work required

Salary: \$65,000-\$70,000, Based on experience

Benefits: Medical, vision and life insurance provided plus 401k

Leave: 7 Paid holidays + weekdays between Christmas & New Years Day, & 120 hours PTO

Diversity, Equity and Inclusion are important values of The Trail Conservancy, and we encourage diverse individuals to apply.

The mission of The Trail Conservancy is to protect, enhance and connect the Butler Trail at Lady Bird Lake *for the benefit of all*. The Annual Fund Manager is a critical role on the development team and leads and executes all fundraising around memberships, annual giving, and sponsorships. This role will closely collaborate with the Chief Development Officer to build and grow an effective annual giving program including multiple direct mail appeals, statistical reporting and analysis, mailing list management, and donor/prospect research and relationship management. The successful candidate will excel at building strong relationships to acquire and grow individual donors and secure corporate sponsorships for The Trail's programs, events, and initiatives.

What We're Looking For

- 4+ years of nonprofit development experience
- Knowledge of nonprofit fundraising and best practices for annual giving, memberships, and corporate sponsorships
- Demonstrated success at developing and preparing proposals, securing grants, and reporting on success
- Excellent written and verbal communication skills and a 'zero-defect' standard
- Excellent organizational skills, including the ability to manage multiple tasks and projects simultaneously and meet deadlines
- Experience with a donor database system
- White-glove approach with donors and key stakeholders across all touch points

Responsibilities

Annual Giving:

- 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
- Responsible for planning and implementing multiple direct mail appeals annually, with a high degree of customization and emotional appeal
- Identify, cultivate, solicit and steward annual gifts both restricted and unrestricted
 - Be a lead member in converting database to annual supporters
- Grant writing and management including prospecting potential funders, collaborating with TTC team on appeal, managing grant calendar, and writing and submitting reports for each grant
- Secure and manage event sponsors for TTC 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



- Oversee membership program including top-tier giving levels: Cypress Circle and Redbud Circle
 - Execute initiatives to encourage new members to join and existing members to renew.
 - Work with Development and Marketing & Outreach teams to plan and implement membership receptions/events annually
 - Work with Admin Assistant to ensure fulfillment of all member benefits
- Oversee brick adoption program
 - Plan and implement at least three (3) flash sales per year
 - Work with Office Operations Coordinator to order bricks twice per year
 - Regularly communicate with donors regarding their bricks
- Create and implement strategies to increase matching gift revenue
- Seek out beneficiary opportunities (Cap10K, Austin Marathon, etc.) and in-kind donations (auction items, etc.)
- Plan and lead annual giving campaigns including Amplify Austin and Giving Tuesday

Donor Relations:

- Develop and implement an integrated donor relations program to thank, steward, and cultivate existing donors
- Serve as liaison for sponsor volunteer events such as Day in the Dirt
- 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
- Establish and manage information tracking processes including acknowledgement, recognition, and on-going communications with donors using the donor database
- Maintain established partnerships with groups like Austin Runners Club
- Lapsed donor communication
- Work with CDO to design and implement an annual stewardship plan
 - Updating all donor acknowledgments bi-annually
- Maintain donor communications including EOY appeals, direct mail strategies throughout the year, thank you letters, emails, and more

Other Duties:

- Manage and oversee regular revenue reporting including weekly, monthly, and annual reports on giving activity
- Recommend donors who should be advanced in the donor pipeline and actively suggest portfolio assignments
- Oversee budgets, progress, deadlines, goals and objectives related to responsibilities
- Review monthly financials and work with Finance on any revisions and/or issues
- Support annual audit as needed
- Support and attend TTC events as needed
- Participate in and attend Development Committee, Communications and Events, Ecological Restoration, and Projects committee meetings as assigned
- Special projects as needed
- Other duties as assigned

Application Process

- Applications should be sent to: resumes@thetrailconservancy.org
- Include a cover letter, 3 references, and resume
- Please do not contact staff directly, no phone calls

