



**TITLE: Annual Giving Manager**

**REPORTS TO: DIRECTOR OF DEVELOPMENT**

**STATUS: Full Time**

**SUMMARY:** The Annual Giving Manager is responsible for achieving annual fundraising goals for ADF's annual events and giving programs. This person assists the Director of Development with strategic planning and goal setting for ADF's annual giving programs. This person will direct the development and events coordinator and collaborate with members of the development office on events, marketing, and donor communications.

#### **DUTIES AND RESPONSIBILITIES**

- Develop and implement strategies to grow ADF's annual giving programs which includes an annual appeal programs, the ADF Annual Appeal, Camaraderie Classic Golf Tournament, and Eisenhower Awards Gala.
- Develop new approaches to identify new donors and retain donor giving to ADF's annual giving programs.
- Develop and implement strategies to increase giving to annual programs; create and launch special gifts committees or similar volunteer solicitation committees in support of annual giving program(s).
- Develop and implement strong stewardship program based on strategies to enhance the donor participation in annual giving programs and societies.
- Secure event sponsorships for the ADF Annual Eisenhower Awards Gala and the Camaraderie Classic Golf Tournament.
- Help identify major gift and planned giving prospects, and assist in developing donor engagement and cultivation strategies.
- Oversee the integration of the ADF annual giving programs into the Sales and Marketing Department and Resident Coordinator on-boarding and new resident orientation programs.
- Develop (with other leaders) communications, marketing and employee volunteer programming that enhances the visibility of our corporate partners and ADF.

- Provide external relations support to C-Suite to help connect ADF with other veteran, military, health and wellness organizations and corporations who may share ADF's mission to improve life quality for those who served.
- Support events logistics by overseeing Development and Event Associate to help establish proper protocols and standards of best practices for all ADF events and functions.
- Provide timely, accurate reporting as required.
- Ensure successful execution of donor relationship guidelines across all departments. Adhere to the donor bill of rights.
- Be able to represent the ADF at external functions.
- Other duties as assigned.

#### **QUALIFICATIONS:**

- Compatibility with the ADF culture: Passion for serving those who served, their families and older adults so they age with dignity and respect.
- Bachelor's degree and 3–5 years of direct fundraising experience growing annual, event-based and individual giving programs.
- Excellent time-management skills with the ability to simultaneously manage multiple projects and meet deadlines to achieve goals. Ability to work independently and initiate projects and activities a key requisite.
- Excellent verbal and written communication skills. Must be a strong writer. Friendly and professional speaking voice with strong phone etiquette skills.
- Proven ability to develop corporate solicitation, sponsorship or grant solicitation materials.
- Keen attention to detail and strong organizational skills.
- Positive and energetic attitude, and strong desire to meet goals and commitments.
- Possess dedication, motivation, drive, and commitment to the job at hand.
- Flexible, discreet and able to maintain confidential information.
- Able to work flexible hours, including evenings and weekends as required.
- Proficiency with Microsoft Office products – word, excel and power point.
- Familiarity with Raiser's Edge a plus.
- Knowledge of health, wellness, military and veterans a plus.

**WORKING CONDITIONS AND PHYSICAL EFFORT:**

- Work is normally performed in a typical interior/office work environment
- Must be able to lift 25 lbs.
- 10% travel required (DC-Metro area)

**TO APPLY: James Michels, [jmichels@armydistaff.org](mailto:jmichels@armydistaff.org)**