**Make-A-Wish Foundation of Minnesota**

**Position Description**

**Title:** Individual Giving Officer

**Department:** Development

**Reports To:** Director of Development

**Supervises:** N/A

**FLSA Status:** Exempt

**Date Revised:** February 2020

**Summary**

The Individual Giving Officer is charged with increasing philanthropy by managing the team’s pipeline development initiatives. This includes the Lead Annual Giving program, annual appeals, and Walk for Wishes team management. It is a collaborative position on the development team and reports directly to the VP of Development.

**Essential Functions and Responsibilities**

* Assist in strategizing, planning details, and setting budget and fundraising goals for annual fundraising programs.
* Serve as the primary contact and fundraising coach for Walk for Wishes teams. Serve as the organizational ambassador at each event.
* Manage online fundraising platform(s).
* Manage a portfolio of prospects that fit the Lead Annual Giving criteria and other prospects as assigned.
* Oversee all direct mail or online fundraising campaigns including:
* Working closely with communications on all direct mail and email appeals
* Segmenting campaigns using all appropriate data available
* Tracking effectiveness of each campaigns
* Monitor and analyze progress towards the Annual Fund goal, adjusting the strategy as needed
* Conduct a yearly planning assessment of annual donor giving including gift acquisition, retention, cultivation activities and stewardship
* Perform other related duties as required or assigned

**Qualifications**

**Required**

* Bachelor’s degree, preferably in the liberal arts
* A minimum of three years fundraising experience
* Strong interpersonal skills with a demonstrated ability to work collaboratively
* Excellent written and verbal communication skills
* Demonstrated ability to develop creative communications and events that motivate people to action - marketing, social media, parties, giveaways, etc.
* Attention to detail, accuracy, and appropriate thoroughness
* Ability to manage concurrent projects, set priorities, and follow through on both long- term and short-term projects, and meet deadlines
* Access to own transportation and the ability to travel and provide staff support for evening and weekend events
* Strong computer skills, including MS Office tools, particularly Excel and Word
* Ability to maintain confidentiality
* Exhibit good judgment
* Ability to take initiative
* Ability to work under pressure and respond to last-minute requests
* Display a willingness to acquire new skills and take on new projects.

**Preferred**

* Annual Fund Experience
* Campaign Experience
* Familiarity with Raiser’s Edge database system
* Sales, Marketing and/or Communications Experience

Employee Signature and Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor Signature and Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Disclaimer:**

*The information contained herein is not intended to be an all-inclusive list of the duties and responsibilities of the job, nor are they intended to be an all-inclusive list of the skills and abilities required to do the job. The duties*

*and responsibilities in this job description may be subject to change at any time due to reasonable accommodation or other reasons.*