



**Job / Position Title:** Director of Individual Giving  
**Department:** Development  
**Supervisor:** Vice President of Philanthropy  
**Status & Classification:** Exempt  
**Date:** June 2025

Together, we create life-changing wishes for children with critical illnesses. From our humble beginnings with one boy's wish to be a police officer, we have evolved to be one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 500 regional volunteers, Make-A-Wish Texas Gulf Coast and Louisiana grants 650 children's wishes annually.

### Position Summary:

The **Director of Individual Giving** will lead the strategy and execution of our individual giving program, with a focus on cultivating meaningful relationships with donors at all levels. This role is responsible for growing our base of individual supporters, securing major gifts, and ensuring a thoughtful and consistent donor stewardship experience. The ideal candidate is a strategic thinker, skilled relationship builder, and passionate advocate for our mission.

The Director of Individual Giving leverages a multitude of donor acquisition methods, including special events, annual fund, direct mail, and online campaigns to build and cultivate sustainable giving from individuals. The Director, in partnership with the Vice President of Philanthropy, oversees achievement of \$2M in revenue annually through various individual giving strategies (40% annual giving campaign, 30% major and planned gifts, 30% national direct-mail campaigns).

### Key Responsibilities:

#### **Strategic Leadership**

- Develop and implement a comprehensive individual giving strategy to increase donor engagement and revenue across the territory, tailoring to the needs of each respective community.
- Lead the annual fund strategy, including direct mail, digital campaigns, and donor segmentation.
- Collaborate with leadership and board members to identify and engage prospective major donors.
- Manage Constellation Society Manager and oversee annual engagement strategy.
- Manage Donor Engagement Specialist to research and qualify new donors.
- Track revenue and analyze donor giving patterns to develop best practices and strategies for increasing donor engagement.
- Regularly and transparently report the attainment of individual giving revenue objectives and key results.

#### **Major Gifts**

- Manage a portfolio of major gift prospects and donors giving \$15K and higher, guiding them through the donor lifecycle from cultivation to stewardship.
- Meet one-on-one with prospective and current donors to determine their desired level of engagement and to steward future giving.
- Create personalized solicitation strategies and prepare compelling proposals and materials.
- Partner with program and finance teams to articulate impact and outcomes to donors.

#### **Annual Fund & Mid-Level Giving**

- Oversee annual giving campaigns to acquire, retain, and upgrade donors.
- Analyze donor data to inform segmentation, messaging, and campaign performance.
- Work closely with communications staff to ensure consistent and inspiring donor messaging.

- Create monthly giving opportunities for donors to contribute consistently.

#### **Donor Stewardship**

- Design and implement a robust stewardship strategy that recognizes and engages donors at all levels.
- Ensure timely acknowledgments, impact reporting, and opportunities for donor involvement.
- Plan and engage Special Events team to host donor appreciation events and other engagement opportunities.
- Other duties as assigned.

#### **Knowledge and Abilities:**

- Able to manage and prioritize multiple tasks effectively.
- Detail-oriented and well organized.
- Provide excellent customer service and representation of Make-A-Wish to external supporters.
- Able to effectively leverage qualified leads, as well as their own network, to create unique partnership opportunities.
- Strong written communication skills with a keen understanding of how to write to and connect with different audiences.
- Results-driven with proven success leading and managing projects.
- Experience with developing and implementing creative solutions to time sensitive work.
- Proficient computer skills in Microsoft Office and database management (preferably Salesforce).
- Comply with National Performance Standards along with chapter guidelines and procedures.
- Adhere to all Make-A-Wish® America performance standards and Make-A-Wish® Texas Gulf Coast and Louisiana policies and procedures.

#### **Desired Qualifications:**

- Bachelor's degree required; CFRE preferred
- 7+ years of progressive experience in nonprofit fundraising, with a strong focus on individual giving and major gifts.
- Demonstrated success of developing and executing fundraising strategies to significantly grow revenue within the nonprofit sector.
- Excellent interpersonal, communication, and relationship-building skills.
- Proficiency with donor database (e.g. Salesforce) and data analysis.
- Deep commitment to the mission and values of Make-A-Wish Texas Gulf Coast and Louisiana.
- Confidentiality and personal integrity are essential.

#### **Working Conditions**

This position will be based in the Stafford, TX office. The position requires the individual to work in an office environment in a shared office space. Incumbent must be willing to work some nights/weekends and travel within the territory.

We offer a comprehensive benefits package including 100% employer paid for healthcare, dental, and vision insurance; basic life insurance; short-term and long-term disability. Medical coverage for employee's family members is available through company policy, with a portion of this coverage subsidized by employer.

After one year of service, employees become eligible to participate in a company 401(k) retirement savings plan, with an employer match up to 6% of compensation.

We offer full-time employees a hybrid work schedule, beginning with one remote day per week, moving to two remote days per week after six months. Our chapter provides generous paid time off, as well as 14-16 paid holidays in a calendar year, including a week near the end of December.

#### **Join Our Team of Inspired People Transforming Lives**

We are more than a great place to volunteer—our work is life changing. We are an inclusive and diverse group of people who, through a mosaic of backgrounds, thoughts and experiences are united in purposeful work. We are

fueled and guided by our values - values that are represented in the inspired people we work with and the transformational work we do every day.

*We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity, sexual orientation, disability, perceived disability and other legally protected characteristics.*

**\*\*NOTE TO APPLICANTS**

Please submit a cover letter and resume via email to: [HR@texgulf.wish.org](mailto:HR@texgulf.wish.org)

Due to summer travel schedules, contact of qualified applicants will begin **after** July 1, 2025.