



## Manager, Annual Giving

In British Columbia and the Yukon, approximately 750,000 adults and 26,000 children have a disability that limits their independence and quality of life.

Help make a difference in the lives of persons with disabilities at Easter Seals BC/Yukon (ESBCY). Since 1952, ESBCY has offered programs and services to children with disabilities and their families. Building on decades of experience, Easter Seals BC/Yukon is a trusted charity and established leader in the support of the disabled community. In BC and the Yukon, children and families are supported and inspired through programs and services delivered at Easter Seals Camps and Easter Seals House in Vancouver.

### Role

The Manager, Annual Giving will play a key role in ESBCY's efforts to increase annual unrestricted giving from ESBCY's primary constituents, with a focus on donor engagement. S/he will collaborate with the Director, Development in developing the annual strategy, and leading its execution. This role will be responsible for developing and implementing engagement and fundraising strategies to enhance and grow revenue from our annual donor community.

As well as working closely with the Development team, this role also requires collaboration with Marketing and Program/Mission Delivery teams.

### The Manager, Annual Giving will be responsible for:

- Implementing offline fundraising and stewardship campaigns including planning, writing copy/ coordinating with writer, segmenting data, producing and coordinating direct mail, newsletters, and donor calls
- Develop, and maintain a cultivation plan, and materials for new monthly donors
- Develop and maintain stewardship plans for existing monthly donors and loyal donors
- Execute an engagement strategy for individuals that use ESBCY's services
- Conduct testing on campaigns to refine knowledge and improve results
- Plan and coordinate small cultivation and stewardship events for annual donors
- Develop and generate analytical reports on campaigns and donors, providing and implementing recommendations to improve fundraising results
- Develop a comprehensive plan for the long-term program growth, solicitation and stewardship of planned giving prospects and donor
- Coordinate with graphic designers to develop and produce creative
- Liaise with marketing and program/mission delivery staff to ensure accurate and consistent messaging
- Support, participate in, and attend ESBCY's signature fundraising events

### Experience

- Minimum four years' experience coordinating and writing direct response fundraising appeals including direct mail
- Proficiency in Raiser's Edge, Salesforce or equivalent CRM
- Proficiency in MS Word, Excel and Outlook. Experience with Office 365/SharePoint an asset
- Experience of implementing engaging strategies via email and social media
- Demonstrable experience of implementing engagement plans for individual giving
- Knowledge of planned giving technical information (e.g., bequests, gifts of life insurance, gifts of RRSP, etc.) and CRA charitable tax receipting rules an asset



## **Skills and Qualities**

- A passion for donor-centric fundraising
- Effective communication style. Ability to write clear and engaging messaging that resonates with intended audience
- Proven ability to coordinate projects with multiple stakeholders and deliver campaigns on time
- Ability to analyze and interpret data in order to develop effective solicitation and engagement strategies
- A high level of creativity and ability to use initiative
- Highly organized with ability to work to strict deadlines
- Exceptional interpersonal and communications skills and high comfort level of cross team collaboration
- Ability to communicate the values and programs of ESBCY in a way that lets donors understand how their support makes a difference
- Willingness to support other areas of the organization as and when required, and work the occasional weekend event as and when required
- Bachelor degree and/or equivalent fundraising/marketing Diploma/Certificate with 4 years+ equivalent working experience

## **Commitment**

This is a full-time permanent position based in Vancouver.

## **Apply**

Interested in this role? Qualified applicants should submit a resume, and cover letter describing relevant experience and 'fit' for this position and organization. Please submit to [eliffen@eastersealsbcy.ca](mailto:eliffen@eastersealsbcy.ca) by Friday 15<sup>th</sup> January 2021.