



## ROLE DESCRIPTION

**Role:** Advancement Manager, Middle Donors

**DEPARTMENT:** Development (Advancement/Fundraising)

**REPORTS TO:** VP Development

**CLASSIFICATION/ STATUS:** Full-Time Exempt

The work is conducted primarily at 1805 Dalton Avenue, Cincinnati, OH 45214.

**GENERAL STATEMENT OF DUTIES & RESPONSIBILITIES:** The person in the role will build relationships with mid-level donors (those who give \$500 - \$2,499 accumulative annual giving) that create heart connections to City Gospel Mission that result in giving and engaging behaviors. The Advancement Manager will have “dialogue” (using persuasive communication by email, US Postal mail, phone, video call, face-to-face interactions, and social media) that inspires donors to keep giving and engaging and/or increase their current levels of annual giving and engaging. The AM will also seek opportunities to discuss higher levels of engagement, such as planned-giving. He/she will partner with the full Development team to enable donors and the public-at-large to move along the continuum of knowing, liking and loving City Gospel Mission and or efforts to serve the community at large.

### MAJOR POSITION RESPONSIBILITIES:

1. Do the work at hand in a manner that is aligned with the ministry’s core values of being: Godly, builders of meaningful Relationships, Compassionate and focused on Positive Transformation for ourselves and participants in our ministry programs.
2. Update and execute the ongoing cultivation strategy for mid-level donors (\$500 - \$2,499 cumulative annual giving) retention, growth of individual donor contributions, and recapture of recently decreased donors.
3. Seek to “delight” mid-level donors by providing a valued and authentic experience:
  - Demonstrate appreciation to donors for their gifts, acknowledge their support (70% of the work) Actively ask/invite donors to give (about 30% of the work.)
  - Listen intently for information from donors about their motivation for giving and intentions for their future partnership with City Gospel Mission (CGM)
  - Develop an ongoing connection with donors so they know they contribute to the success of breaking the cycle of poverty and despair in Greater Cincinnati.
  - Deepen donor relationships via phone, written and electronic communications
  - Advise CGM about which donors would be interested in and capable of upgrading their giving levels.
  - Convey a passion for CGM and its efforts toward Christ-centered life transformation to individuals facing hunger, homelessness, and other challenges. Convey that same

passion for our efforts to help young people avoid and overcome the cycle of poverty and despair.

- Inform donors about opportunities to advance CGM's efforts.
  - Understand and communicate Biblical Stewardship.
4. Enter correspondence into the Donor Management Database (Virtuous) which includes maintaining and updating detailed recommendations and pertinent information (like contact information, details of telephone conversations, giving patterns, and personal interests.)
  5. Conduct donor research. Process first-time donors through the wealth screening tool and report findings to the advancement team. Research prospective donors and businesses, looking for interests that align with City Gospel Mission and reach out to the prospects.
  6. Track existing donors who make a significant increase in giving and present names to the advancement team to determine possible next steps.
  7. Regularly collect contact information of prospective donors and follow-up with prospects.
  8. Conduct site tours (individuals and group) of CGM facilities and programs.
  9. Financial Impact:
    - Increase retention and average annual gifts.
    - Assist in generating leads for cultivation by Major Donor Team.
    - Run reports, as needed from the Donor Database and analyze or share information with the Development Team.

As with all CGM staff, the person in this role will complete other work-related duties as assigned.

#### **PERSONAL REQUIREMENTS:**

1. Have the personal experience of receiving, by faith, Jesus Christ as Savior and Lord and be actively involved with a local church.
2. Have a passion to see men, women, and children come to know Jesus Christ as their personal Savior and Lord.
3. Have a personal fellowship with the Lord, which includes daily prayer and Bible study.
4. Agree with and sign the Statement of Faith of City Gospel Mission.
5. Have a personal conviction to serve people of all ethnicities with genuine care and equity.

#### **PHYSICAL REQUIREMENTS:**

1. The ability to move and function in an office environment. Manual dexterity is required. May require ascending/descending stairs, lifting or moving up to 25 pounds of office equipment or furnishings in a business setting.
2. The person in this position frequently communicates with donors and staff who have questions. She/he must be able to verbally exchange accurate information in these situations.

3. Ability to soundly analyze information, ability to visually review written information, ability to listen and verbally communicate by phone.

### **SKILLS AND EDUCATIONAL QUALIFICATIONS:**

1. Minimum Associate Degree (2-year college diploma) or equivalent.
2. Bachelor's degree in any discipline; and/or Certified Fundraising Professional designation are preferred.
3. Specific training in fundraising management, outbound telemarketing, and sales cycle is a plus.
4. Have a comfort level with asking people to give financial resources to CGM's life-changing programs.
5. Intermediate level proficiency in Microsoft Office applications (Word, Excel, Power Point)
6. Intermediate level proficiency in using Internet and Intranet.
7. Knowledge of donor or customer databases including moves management is a plus.
8. Excellent oral and written communication skills with the ability to express self effectively and concisely, especially by phone.
9. Strong ability to listen compassionately and probe effectively to establish a good rapport with donors.
10. Must be able to express genuine compassion for issues of concern to donors.
11. Strong organization and time management skills required to manage donor caseload.
12. Personal integrity is essential, as position requires handling of sensitive information.
13. Team player who is organized, productive, and willing to take on new tasks as needed.
14. Must pass both background and drug screening.

Date Revised: 9/13/23

Kelly Wilson, Chief of HR & Talent Development