



## DRAFT ROLE DESCRIPTION

**Role:** Advancement Relationship Manager, (ARM) Major Donors

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

**REPORTS TO:** VP Development

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

The administrative office located at 1805 Dalton Avenue, Cincinnati, OH 45214. The primary focus of this role is to engage with donors and potential donors. The key work of making calls and meeting face to face with donors and networking in the community will be done remotely. The person in this role will spend office time in team meetings and engaging with people who can help with awareness, storytelling and fund & friend-raising.

**GENERAL STATEMENT OF DUTIES & RESPONSIBILITIES:** The person in the role will help our donors accomplish their philanthropic goals through a relationship with our organization. He/she will focus on major-level donors (individuals, families, corporations, businesses, churches, foundations, banks, investment firms, those who give through donor advised funds, and through events, etc.) Major donors are defined as those who give a minimum of \$5,000 accumulative annual giving. Some donors give significantly more, these include gifts in the five or six figure range. Advancement Relationship Managers create heart connections to City Gospel Mission that positions the ARM to help givers steward their giving and engaging behaviors. Advancement Relationship Managers will utilize advancement tools (including, persuasive communication via in-person meetings, email, hard mail, texting, telecommunications, social media, networking, etc.) that will inspire donors to keep giving and engaging and/or increase their current levels of annual giving and engaging. The Advancement Relationship Manager will also seek opportunities to discuss higher levels of engagement, such as planned-giving, estate giving and event sponsorship. 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 our 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. Build lasting relationships with major donors who have the capacity and propensity to make major and planned gifts. This includes deepening existing relationships to solidify donors' positions as long-term partners of CGM.
3. Update and execute the ongoing cultivation strategy for major-level donors (\$5,000 plus cumulative annual giving). This includes, retention, growth of individual donor contributions, and recapture of recently decreased donors, and legacy giving.

4. Seek to “delight” donors by providing a valued and authentic experience:
  - Demonstrate appreciation to donors for their gifts, acknowledge their support (about 40% of the work.) Actively ask/invite donors to give (about 60% 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 understand their critical contribution to the success of breaking the cycle of poverty and despair in Greater Cincinnati.
  - Deepen donor relationships via meetings, phone calls or written and electronic communications. Bring your personal ideas on how to connect in a meaningful way.
  - 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.
5. Makes or exceeds minimum goals of setting up and leading face-to-face meetings with donors. The ARM will determine a cadence (daily, weekly, monthly) for calling and meeting with donors.
6. Works with the event team and helps to recruit sponsors and attendees for all events.
7. Engages in periodic capital campaigns to raise funds and other resources.
8. Develops relationships with leaders of all CGM departments, to assist with or help lead donor relationships and to remain in tune with needs of each engagement area.
9. Enter all correspondence into the Donor Management Database (Virtuous): Maintain and update detailed recommendations and pertinent information (contact information, details of telephone conversations, and their interests) in the donor database or advancement records.
10. Financial Impact:
  - Increase retention and average annual gifts.
  - Assist in generating leads for cultivation by the appropriate member of the Development Team.
  - Run reports from the Donor Database and analyze or share information with the Development Team as needed.
11. Conduct regular tours (individuals and group) of CGM facilities and programs.

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.
6. Represent the moral standards of City Gospel Mission whether at work or outside of work, including social media communications and interactions with people that demonstrate godly character.

## **PHYSICAL REQUIREMENTS:**

1. The person in the role must have the ability to move and function in an office environment. May require ascending/descending stairs, lifting or moving up to 25 pounds of office equipment or furnishings in a business setting or in a setting where donations are being given (i.e., food, clothing or other related items.)
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. Bachelor's degree in any discipline; and/or Certified Fundraising Professional designation is preferred.
2. Specific training in fundraising management, outbound telemarketing, and sales cycle is a plus.
3. Intermediate level proficiency in Microsoft Office applications (Word, Excel, PowerPoint)
4. Intermediate level proficiency in using technology (internet, smart phone, etc.)
5. Knowledge of donor or customer databases including moves management is a plus.
6. Excellent oral and written communication skills with the ability to express self effectively and concisely, especially by phone.
7. Strong ability to listen compassionately and probe effectively to establish a good rapport with donors.
8. Must be able to express genuine compassion for issues of concern to donors.
9. Strong organization and time management skills required to manage donor caseload.
10. Personal integrity is essential, as position requires handling of sensitive *information*.
11. Team player who is organized, productive, and willing to take on new tasks as needed.
12. Must pass background check and drug screening.

Date Revised: 2/17/25

Kelly Wilson, CHR&TD / David Pinson, Development