



Title: Donor Relations Manager

Date: September 2022

Department: Development

Reports To: Director of Development

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## **Mission**

Can Do MS delivers health and wellness education programs to help families living with MS thrive.

## **Position Summary**

The Donor Relations Manager will develop and execute the organization's annual strategic fundraising plan including but not limited to: peer-to-peer fundraising campaigns, special events, monthly giving, individual giving, annual appeals, planned giving, and ongoing stewardship.

## **Duties/Responsibilities**

### Individual Portfolio Management (30%)

- Manage a caseload of 150 donors and peer-to-peer fundraisers
- Create and execute a Donor Engagement Plan for each tier of donors on your caseload focused on fulfilling the donors' passions and interests. Modify as circumstances change.
- Qualify new and existing donors and add them to your portfolio, as necessary.
- Cultivate your caseload of donors by reporting back, stewarding, and asking for gifts, when appropriate.
- Ensure the database is kept up to date on key donor information, notes on calls and meetings, passions, and interests, and communication preferences.
- Attend programs and events across the US to further develop relationships with new and existing donors.

### Annual Fundraising Campaign Management (40%)

- Responsible for achieving fundraising goals of over \$480K+ YOY via Individual Giving, End of Year, Monthly Giving, and KickMS fundraising campaigns.
- Involve the Board of Directors and Development Committee appropriately with plans, solicitation, and stewardship through the CEO.
- In collaboration with the CEO, leadership team, development & marketing teams grow a major gifts program including identification, cultivation, and solicitation of major donors.
- Manage and fulfill the existing Donor Communication Calendar. Adjust the Calendar as necessary.

### Event Fundraising and Management (20%)

- Responsible for achieving fundraising goals of \$450K via SKI for MS and MS Global.
- Manage the Development Team to execute successful fundraising campaigns for SKI for MS, MS Global, and other peer-to-peer events.
- Generate the growth of third-party fundraising opportunities.
- Attend and participate in all Can Do MS events to help in the duties of fundraising, set up, run of show, meeting with fundraisers, to clean up after the event.

### Budget Forecasting and Team Management (10%)

- Consistently update revenue forecast in the overall master budget for all contributions related to individual contributions and signature events.
- Coordinate with the Event Manager and Communications Manager to ensure campaign and event budgets are honored.



## Qualifications

- Education/Experience
  - Four-year college degree.
  - 3+ years' experience working with individual donor fundraising and managing peer-to-peer fundraising programs.
  - Sales and/or marketing experience a plus.
  
- Knowledge, Skills, and Abilities
  - Ability to work both independently and as part of a team.
  - Collaborative approach and willingness to be inclusive of all team members regardless of race, age, ethnicity and background.
  - Very comfortable with donor phone calls; excellent interpersonal skills
  - Capable of managing a high volume of stewardship necessary
  - Exceptional attention to detail.
  - Ability to multitask, efficiently manage shifting priorities, and work in a fast paced environment.
  - Experience working with and managing volunteers.
  - Excellent organizational, written, and computer skills a must.
  - Proficient in the use of Microsoft Office products, Excel spreadsheets, and donor management systems such as Blackbaud.
  - Experience in creating and managing email campaigns and online fundraising webpages preferred.
  - A self-starter with a track record in successfully managing projects from inception through implementation.
  - Openness to input and feedback.
  - Openness to travel and occasional work on nights and weekends to oversee events.
  
- Physical Demands
  - Must be able to lift 25 pounds or more (may be required for event setups)
  - Cross-country travel may be required to attend programs and fundraising events and to represent Can Do MS.

## Work Environment

- Exposure to a normal office environment, with occasional outside travel.

## Salary and Benefits

- \$62,000 – 65,000 per year
- Benefits include: Health insurance, dental insurance, 403(b) retirement plan, and bonus plan

## To Apply

- Please send cover letter and resume to: Kathy Costello, [kcostello@cando-ms.org](mailto:kcostello@cando-ms.org)