



Senior Donor Relations Manager Position Description

FLSA Status: Exempt

Created: 3/28/2024

Reports to: Vice President of Development

Salary Range: \$75,000 - \$85,000

Apply at: <https://houstonspca.org/employment/>

Since 1924, Houston SPCA has been the leading private, nonprofit animal welfare organization in the greater Houston region. Receiving no governmental funding, we rely upon the community's support to achieve our goals of improving and protecting the lives of animals in our community and alleviating their suffering and abuse.

Primary Purpose:

The Houston SPCA is seeking a dynamic and experienced Senior Donor Relations Manager to lead our mid-level giving program, establish and manage an inaugural donor society, implement a robust donor stewardship program, and develop annual giving strategies. As a vital member of our Development team, the Senior Donor Relations Manager will play a key role in cultivating and stewarding relationships with mid-level donors, creating opportunities for increased engagement and philanthropic support.

Essential Functions:

Mid-Level Giving Program Management:

- Develop and implement strategies to identify, cultivate, and solicit mid-level donors (annual giving range of \$1,000 to \$10,000) through personalized communication and engagement tactics.
- Build and maintain a portfolio of mid-level donors, providing exceptional stewardship and cultivating long-term relationships to increase giving and retention.
- Create and maintain a personal annual portfolio of approximately 100 individual and foundation prospects and donors.
- Conduct donor strategies, including identification, qualification, cultivation, solicitation, and stewardship of prospects and donors via one-on-one meetings (in-person or online), telephone conversations, written correspondences, emails, and text messages.
- Directly solicit and close gifts.
- Maintain excellent records and follow through.
- Craft and manage, as appropriate, new funding initiatives and mini campaigns.
- Provide monthly development progress reports to management.

Donor Society Creation:

- Design and launch a donor society program to recognize and honor donors who make significant annual contributions, providing exclusive benefits and opportunities for engagement.
- Develop donor level criteria, benefits packages, and recognition strategies to incentivize donor participation and loyalty.
- Analyze donor data and giving trends to identify opportunities for growth and optimize fundraising efforts.

Stewardship and Engagement:

- Develop and implement stewardship plans for mid-level donors and donor society members, including personalized acknowledgments, impact reports, and invitations to exclusive events.
- Cultivate meaningful relationships with donors through one-on-one meetings, phone calls, and correspondence, ensuring a high level of donor satisfaction and engagement.

Collaboration and Leadership:

- Collaborate with colleagues across departments to ensure alignment of fundraising efforts and maximize donor engagement opportunities.
- Provide leadership and guidance to junior staff members and volunteers involved in donor relations activities.
- Track and report on key performance metrics related to mid-level giving, donor society membership, and annual giving campaigns, providing regular updates to senior leadership.
- Conduct prospect research and analysis to identify new opportunities for mid-level and annual giving growth.
- Perform other tasks as assigned.

Knowledge, skill, and abilities needed to perform the essential functions of this position:

- Passion for the mission of the Houston SPCA and the Wildlife Center of Texas.
- Bachelor's degree in business or a related field from an accredited university.
- Minimum of five (5) years of experience in identification, cultivation, solicitation, and stewardship of major and planned gifts.
- Self-starter who can identify and implement project and process improvements.
- Strong writing and proofreading skills.
- Prospect portfolio management as a front-line fundraiser, including knowledge of proven cultivation/solicitation techniques for gifts at all dollar levels with identified success in major gift fundraising.
- Experience using fundraising software/tools (such as Raiser Edge NXT) is required.
- Sensitivity to and respect for the privacy rights of donors in all communications.
- Adept at establishing and maintaining effective working relationships with internal and external stakeholders.
- Must professionally represent the Houston SPCA in all situations with the public, volunteers, and co-workers.
- Capable of meeting deadlines and responding to multiple demands concurrently with excellent attention to detail, accuracy, and quality.
- Able to drive, stand, bend, squat, walk, and talk for up to eight hours a day; able to lift 25 pounds.
- Regular office schedule, occasionally requiring availability during evening and weekend events. (This is not a remote or hybrid position)
- Must be insurable under the organization's auto insurance policy and have a valid Texas driver's license.

This job description is not designed to encompass all qualifications and responsibilities required to successfully perform this job. Other qualifications and responsibilities other than those listed herein may be necessary and assigned.