



<b>Job Title:</b>	<b>DIRECTOR OF ANNUAL GIVING</b>
<b>Location:</b>	MOUNT GILEAD, OH
<b>Job Class:</b>	FULL TIME, BEGINNING JANUARY 2019
<b>Reports to:</b>	CHIEF DEVELOPMENT OFFICER
<b>Team/Function:</b>	DEVELOPMENT TEAM

## DIRECTOR OF ANNUAL GIVING

The **Director of Annual Giving** is responsible for planning and implementing strategies and practices that identify, cultivate, solicit, and steward existing and prospective donors. This individual will represent Flying Horse Farms to various external constituencies and manage a portfolio of donors to reach organizational financial goals. This position will utilize reporting and analysis tools to determine direct fundraising effectiveness, activities and strategies and will be measured on established metrics to include meetings, dollars and major gift referrals. The ideal candidate understands development strategies and tactics; is a goal-oriented self-starter who works independently and collaboratively with a strong ability to be detail-oriented while keeping the big picture in mind. S/He is professional and poised and thrives on cultivating personal relationships with a high degree of independence, decision-making capabilities and judgment. Excellent written and oral communication. Demonstrates savvy interpersonal skills including tact, diplomacy and discretion. The ability to maintain confidentiality, negotiate and be organized and analytical are a must. The successful candidate will be flexible and easily adapt to shifting priorities and demands.

### **Team / Function Overview:**

The **Development Team** is responsible for generating \$3.5M+ in contributed income annually in addition to \$585K in gifts in kind to support Flying Horse Farms' mission. By applying data analysis, engaging donors with Flying Horse Farms through cultivation, stewardship, and authentic experiences, a donor journey is created.

### **Responsibilities:**

- Develops and executes a comprehensive annual giving direct response program focused on increasing participation and developing future major donors.
- Ensures that FHF is a leader among peers as measured externally in terms of total dollars raised, retention rate, average gift size; and internally in terms of clean data, ease of access to data and timely and strategic donor stewardship.
- Maintains a portfolio of annual giving donors as well as stewardship activities for gifts <\$5,000.
- Develops and implements a coordinated matrix of communication and solicitation strategies involving email, digital media, direct mail, phone/mail, face to face visitation and volunteer engagement, all focused on shaping a sustainable tradition of annual support.
- Works with Marketing and Communications to develop strategies and marketing materials for quarterly appeals, online and tele-fund campaigns.
- Works with the Development Manager, Donor Services to foster the growth of best practices in the supporting areas of gift processing, data management and donor relations as related to annual giving.

- Maintains a keen appreciation for the foundation of annual giving, (be it through individuals, workplace or organizations) as the enabling component of successful major and gift planning programs.
- Employs a data-driven, decision-making model using marketing research and national best-practices.
- Upholds a positive, optimistic approach with willingness to take initiative to launch or develop a product idea and undertake a project on his or her own.
- Leads grants process and Grants Manager:
  - to ensure grant processes, materials, and goals are met;
  - provides direct supervision, support and encouragement via coaching on best practices

### ***Required Skills & Experience***

- Demonstrates practical knowledge of annual giving operations and an understanding of what it takes to expand donor and prospect participation
- Demonstrates strong interpersonal skills to relate with top annual fund donors, across generations, both in-person and over the phone
- Proven record of making solicitations and securing gifts
- Bachelor's degree or equivalent experience with a minimum of at least of 5 years of job-related experience in annual giving
- Experience managing staff and volunteers
- High level of attention to detail
- Ability to work collaboratively and motivate team members
- Exhibits optimism, solutions focused approach, and positive energy
- Ability and willingness to work nontraditional schedule including evenings and weekends
- Proficiency in Microsoft Suite

### ***Preferred Skills & Experience***

- Proficiency in Adobe, Dropbox, and online grant application software
- Familiarity with Raiser's Edge software

### ***Expectations & Requirements for all Flying Horse Farms Staff***

- We live our Core Values. We are each responsible for knowing our values and nurturing our culture.
- We practice Safety First. We are each responsible for knowing and adhering to the policies and procedures as described in the FHF staff manual.
- We See the Best in Each Other. We are each responsible for ensuring our working relationships with co-workers, volunteers, Board members, families, campers and other stakeholders are positive and professional.
- We show up. We are each responsible for our schedules, meetings and any other duties.

### ***Why work at Flying Horse Farms? Quotes from the team:***

- *The personally meaningful impact of being a part of a mission-driven organization and creating transformational experiences for campers motivates me every day!*

**How to Apply:**

- Send cover letter and resume to [careers@flyinghorsefarms.org](mailto:careers@flyinghorsefarms.org)

*Flying Horse Farms provides magical, transformative camp experiences for children with serious illnesses and their families – free of charge. Located on 200 acres in Mt. Gilead, Ohio, camp first opened its gates in 2010 and hosts about 900 children and families each year.*

*Flying Horse Farms is the first camp in the Midwest to become a full member of the SeriousFun Children's Network. Founded in 1988 by actor, philanthropist and Ohio native Paul Newman, the Network is a community of independently managed and financed camps and programs creating opportunities for children with serious illnesses and their families. The Network has evolved from one camp to a global community serving one million children and families across five continents.*

*The children who attend camp have illnesses including cancer, heart conditions, rheumatoid arthritis, blood disorders, asthma, gastrointestinal disorders and facial anomalies.*

*At Flying Horse Farms, for a weekend or week at a time, being sick takes a backseat to being a kid. And fun is priority number one. Campers participate in activities like swimming, boating, fishing, archery, high ropes and arts and crafts. Campers receive first-rate care at our on-site health center, staffed 24/7 by medical professionals from children's hospitals across Ohio and beyond.*

*Flying Horse Farms is an ACA-Accredited Camp with the American Camp Association.*