

ANNUAL FUND MANAGER

Job Description—January 2022

Status: Exempt

PRIMARY FUNCTION

The Annual Fund Manager is a frontline fundraiser in the development department at Dallas Black Dance Theatre and manages the organization's individual giving campaigns.

RELATIONSHIPS

Responsible to the Sr. Director of Philanthropy, Executive Director, and Board of Directors. Supervises interns and volunteers as appropriate for projects.

Utilize the Tessitura database to manage memberships/benefits and design and execute cultivation/stewardship events. The position also works closely with all positions in the marketing department to design and write collateral and social media posts related to fundraising.

JOB SUMMARY

The Annual Fund Manager plans, coordinates, and administers annual fund programs, including individual memberships, direct mail and email campaigns, matching gifts/payroll deductions, and corporate affinity giving.

RESPONSIBILITIES & DUTIES

- Develop and implement strategic plan with objectives, timeline, and analysis for acquisition/renewal, cultivation, solicitation, and stewardship of all annual fund campaigns.
- Provide VIP customer service to all annual fund donors.
- Cultivate and steward donors giving up to \$5,000 with face-to-face meetings, coffees, lunches, and other personal interactions and track in Tessitura.
- Work with the Sr. Director of Philanthropy to plan moves management of major donors and planned giving prospects. Develop individualized cultivation and stewardship calendars for every donor giving \$500 to \$5,000.
- Write and coordinate all direct mail and email solicitations. Serve as point person with mail houses and printers for all development mailings.
- Complete coding form for all gifts to annual fund within 24 hours and distribute to Development Specialist and Staff Accountant.
- Serve as Tessitura backup for contribution data entry.
- Write and coordinate mailing of all acknowledgment letters for gifts to annual fund. Ensure letters are mailed within 72 hours. Letters must be updated at least quarterly.
- Facilitate and ensure benefit fulfillment of all annual fund donors, including tickets and access.
- Ensure appropriate recognition of annual fund donors in donor lists.
- Recommend and write copy for marketing collateral and social media related to fundraising. Work with Graphic Designer/Brand Manager on design of all development collateral. Work with Communications and Community Engagement Manager to ensure consistent fundraising presence in social media.

- Manage all aspects of organization's participation in North Texas Giving Day.
- Facilitate corporate affinity giving (customer donations and profit percentages) and strategize targeted campaigns to increase revenue.
- Work with the Sr. Director of Philanthropy to develop and manage Encore! Partners, the young patrons group, including all meetings and activities.
- Work with Grant Manager to develop marketing plan to cultivate employees at corporations to increase payroll deductions.
- Provide administrative support for annual fund, including folding, stuffing, filing, scheduling, packaging, and mailing.
- Participate in and help execute fundraising events to ensure cultivation and stewardship of annual fund donors.
- Continue professional development through industry research and professional memberships.
- Represent Dallas Black Dance Theatre at community events and performances as required.
- Support the policies and goals set by Dallas Black Dance Theatre's Board of Directors.
- Other duties as assigned.

QUALIFICATIONS

- Excellent oral, grammatical, and written communication skills, especially in persuasion.
- Strong organizational skills and proven ability to manage multiple projects concurrently.
- Ability to be flexible in working independently and collaboratively on projects.
- Ability to work effectively in a small, fast-paced, and complex organization.
- Ability to work occasional nights and weekends for performances and donor events.
- Bachelor's degree required.
- Minimum of 1 year fundraising experience, annual fund or donor relations experience preferred.
- Proficiency with Microsoft Office Suite required; expertise of email platforms preferred.
- Experience with sophisticated donor database required; Tessitura experience preferred.
- Knowledge of arts fundraising preferred.

Salary based on experience
 Range: \$45,000 - \$60,000