



## Individual Giving Manager

### Job Purpose:

**The Individual Giving Manager at Hope Atlanta** plays a critical role within a dynamic and expanding Development team during a time of organizational growth. Hope Atlanta is one of the oldest, largest, and most comprehensive providers of housing services for low-income, vulnerable people in the greater Atlanta area. In 2023 Hope Atlanta launched its new strategic plan, positioning the organization for another 120+ years of service to the community. The Development Department is set to play a crucial role in our comprehensive 5-year plan, contributing to the organization's sustainability and heightened impact in the community.

The Individual Giving Manager at Hope Atlanta will be responsible for designing, implementing and managing an individual giving program that includes digital fundraising, annual appeals, and online giving targeting gifts under \$5,000. This position will be responsible for identifying, engaging, soliciting, cultivating and stewarding current and prospective donors in expanding their financial support for HOPE Atlanta to help meet the organization's individual giving annual fundraising goals. Reporting to the Senior Director of Development, this role is pivotal in advancing Hope Atlanta's mission to provide comprehensive services to the unhoused population. As a part of the dynamic development team, this role will enhance and complement the team efforts toward reaching annual goals through a holistic approach.

Our ideal candidate has a proven track record of implementing Development strategies to raise funds through multiple funding structures, the ability to manage multiple projects simultaneously, and has strong written and verbal communication skills.

This position is based in Atlanta, GA and is a hybrid role with a comprehensive benefits package with medical, dental and vision. We offer generous paid time off and 15 company paid holidays.

### Duties and Responsibilities:

- Develop and implement comprehensive fundraising strategies to increase individual contributions, retain donors, and expand the donor base.
- Create and manage direct mail and email solicitations, including copywriting, collateral design oversight, and coordination with vendors. Ensure brand integrity in content and accuracy in email and mailing lists.
- Plan, manage, and execute annual appeals campaigns across direct mail, online giving, and social media platforms.
- Create and monitor work plans, budgets, messaging, and schedules for each campaign.
- Manage a portfolio of prospects through regular solicitation, cultivation, and stewardship activities.
- Build and maintain relationships with current and prospective donors and volunteers to support organizational programs and priorities.
- Research donor histories to develop tailored solicitation and cultivation strategies.
- Provide exceptional donor service, including timely follow-up on gifts and communications.
- Develop and implement donor stewardship strategies to ensure continued engagement and support.

- Assist the Director of Corporate Relations with planning, record keeping, and other administrative functions to support the Young Professional Board (YPB), including developing relationships with members and fostering meaningful engagement.
- Represent Hope Atlanta by attending community and partner events, providing tours to donor prospects, and attending other related events as needed.
- Gain proficiency in Hope Atlanta's programs to enhance donor stewardship using available resources.
- Supply the Senior Director of Development, Chief Development Officer, and other staff with necessary reports and analyses, including donor histories and prospect management.
- Collaborate with the Donor Relations Manager to ensure accurate pledge and gift processing and tracking.
- Work with the Director of Corporate Relations and Director of Community Engagement to engage and steward prospects and donors through events and volunteer opportunities.
- Assist with other duties as assigned, which may include grant writing, reporting, special event support, and communications materials.

**Qualifications:**

- A Bachelor's degree is preferred; a combination of some college and experience will be considered.
- Minimum of 3 years' experience in development and fundraising
- Successful and effective track record working with donors and constituent groups
- Working knowledge of resources and processes for donor research and prospect management.
- Excellent writing skills, and experience in writing appeals for fundraising; grant writing experience a plus.
- Proficiency in Microsoft Office (Word, Excel, Outlook, PowerPoint, etc.).
- Proficiency using CRM systems; Salesforce experience a plus.

**Skills and Abilities:**

- Demonstrated ability to understand and articulate organizational values/goals and programs and work collaboratively with staff and external partners/donors
- Excellent interpersonal skills with a high level of professionalism
- Self-motivated with demonstrated ability to achieve goals
- Demonstrated ability to think strategically and take initiative
- Organized, creative, and detail-oriented person
- Proven competency with data mining, data analysis and donor research
- Excellent written and persuasion skills
- Strong organizational, critical thinking, and problem-solving skills. Experienced at managing multiple tasks simultaneously, establishing priorities, working calmly under pressure, and managing competing deadlines and shifting priorities.
- Demonstrated success in implementing cultivation, stewardship, and solicitation strategies.

**Physical Demands and Working Conditions**

- Work is performed in a work/home office environment; hybrid / flexible work with headquarters blocks from Ponce City Market
- Travel: Capacity to travel throughout greater Atlanta for meetings and events

*The job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.*