



*As a collaborative of congregations united in action, we create homes and advance equitable housing.*

## **Donor Experience Manager**

### **The Organization**

Beacon Interfaith Housing Collaborative has a vision that 'all people have a home'. We are a collaborative of congregations who together build affordable and supportive housing, shelter families, and organize to impact housing policy. Beacon is a unique organization – an experienced nonprofit housing developer leveraging the power of congregations to create the public will needed to build and sustain affordable housing. Our focus is on households who make less than \$25,000 a year, and those who are experiencing homelessness.

The Beacon office is located on University Ave & 280 (along the Metro Green Line), convenient to both Minneapolis and St. Paul. For more information, check out [www.beaconinterfaith.org](http://www.beaconinterfaith.org).

### **The Position**

The Donor Experience Manager leads strategies to generate and regenerate Beacon's donors. Individual donors are the bedrock of Beacon's private fundraising. The Donor Experience Manager oversees donors giving at all levels but are not (yet) relating directly with a Donor Engagement Officer (*aka Major Gift Officer*). The position, located at our University Avenue office, reports to the Associate Director of Advancement. This is a full-time position, and is eligible for health benefits, retirement plan, and paid-time off. The annual salary range for this position is \$40,000 - \$55,000.

### **Duties and Responsibilities**

The Donor Experience Manager is responsible for management of three core work areas:

- Appeals/solicitations
- Retention and stewardship actions
- Benevon fundraising luncheon

These actions have three purposes: 1) Retain current donors, 2) build a robust caseload pool or "pipeline" of donors giving \$1,000 or more in a 24 month period from which Donor Engagement Officers can invite folks to engage more deeply with Beacon, 3) show donors how their gift, as a statement of their value of home, can change the reality of homelessness in our community.

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## **Core Work Areas:**

### **Direct Appeals (written, verbal, and some in-person)**

- Lead all elements of creation for direct mail appeals: approximately 2-5 donor segments, 2-6 times per year.
- Provide support for and quality control for gift entry, which is completed by Beacon's full-time Database and Office Assistant. This position is supervised by our Administration team leadership but is a key player in achieving the goals sought by the Donor Experience Manager.
- Generate analysis of and report on the results of each appeal in a timely fashion.
- Manage monthly renewal solicitation process for all individual donors.

### **Stewardship and Retention:**

- Lead execution of stewardship/signature events, roundtables and property tours for donors.
- Invite and engage donors via events and opportunities led by colleagues.
- Manage specialized donor segments for targeted stewardship.
- Lead retention process including, pledge anniversary reminders, monthly volunteer thank you calling for donors, and annual summaries.
- Reporting and analysis on success of stewardship and retention efforts. Advise on strategy.
- Manage acknowledgement process: creation and delegation of updating of process documents, updating of acknowledgement letters at least quarterly and quality control oversight and support for Database and Office Assistant.

### **Events:**

- Lead planning, execution and analysis of annual Benevon fundraising luncheon. Our Benevon-model fundraising luncheon has the goals of 1) engaging leaders with Beacon as tour ambassadors and table hosts as well as 2) to build our caseload pool of donors who give \$1,000 or more over 24 months.
- Collaborate with Beacon's Ambassador and Tour Manager to ensure a strong pool of tour ambassadors from which to recruit table hosts for the fundraising luncheon.
- Collaborate internally and externally to plan and execute Beacon events such as grand openings, ground breakings, open houses and others as they arise, ensuring key "point of entry" messaging.

### **All employees are expected to:**

- Develop and maintain productive, positive working relationships with other staff members.
- Represent Beacon, its mission, vision and goals in the broader community.
- Work effectively and respectfully with individuals without regard to race, color, creed, religion, national origin, marital status, political affiliation, sexual orientation, status with regard to public assistance, membership or activity in local commission, disability, sex and/or age.
- Work within all agency policies, government regulations and the law.
- Perform other tasks, responsibilities, and special projects as assigned or directed.

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## **Qualifications**

- Experience with donor-centered and/or relational fundraising
- Knowledge of Benevon fundraising model
- Proven ability to stay calm under pressure and manage events and event teams effectively
- A record of setting and meeting goals and deadlines
- Experience with written appeals, e-communications and verbal (mostly phone) solicitations
- Proven ability to manage donor data and a commitment to database integrity
- Well-developed public speaking and presentation skills with an ability to coach others to deliver key messages
- Success working both independently and in a team setting
- Ability to pay attention to detail when reviewing donor lists/data points, processes, etc.
- Excellent communication and interpersonal skills, experience working directly with donors
- Desire to learn more about community-centric fundraising and/or Diversity, Equity, Inclusion and Access as it relates to fundraising.
- Ability to keep a flexible schedule with some weekend and evening hours
- Access to reliable transportation (expenses are reimbursed)
- Raiser's Edge donor database experience strongly preferred

***If you are excited about being part of an organization with a big goal and collaborative spirit, learn more about Beacon and this position at [www.beaconinterfaith.org](http://www.beaconinterfaith.org). Please submit a resume with cover letter to [HR@beaconinterfaith.org](mailto:HR@beaconinterfaith.org). Position open until filled.***

***Beacon is an Equal Opportunity Employer.***

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