



Job Title: Annual Giving Manager

Department: Development/Administration

Reports To: Development Director

FLSA Status: Full-time; Exempt

Salary Range: \$49,000 – \$53,000

Prepared Date: 10/4/2021

Organization Description:

Since 1974 the International Institute of Minnesota has resettled 25,000 refugees in the Twin Cities and remains one of the largest sponsors of refugees statewide. Its immigration and citizenship services helped more than 15,000 New Americans apply for U.S. citizenship since 2001. From 2012 to today, the Institute experienced exponential growth. As a nationally recognized leader in education and workforce development, the Institute is currently undergoing a \$12.5 million capital campaign to expand its Como Avenue facility to serve an addition 500 participants annually. With more than 26 million refugees worldwide waiting to begin new lives, and an increasing workforce shortage in Minnesota, the Institute's programs and mission are more important than ever.

Purpose:

The International Institute of Minnesota seeks an Annual Giving Manager who is creative, self-directed, and eager to contribute to a dynamic multicultural organization deeply rooted in the livelihood of New Americans in Minnesota. The Annual Giving Manager is a new position in the Institute's growing development team and will work with the Director of Development to increase annual giving. The position will be responsible for leading the work and development systems to acquire new donors, steward existing donors and reach revenue goals. This position grows and sustains annual giving by planning timelines, coordinating, and implementing campaign appeals for direct mail and digital. This position concurrently manages the development database and systems to segment audiences, improve donor retention and stewardship. Given its dual functions of annual fund coordination and database management the position plays a key role in evaluating and improving the effectiveness of the Institute's annual fund strategies. It is one of five employees in the Institute's development team, inclusive of individual giving, grants and contracts, communications, and volunteer programs. It reports to the Director of Development.

Duties and Responsibilities:

1. Annual Fund Coordination (40%)

- Coordinate six annual fundraising campaigns in cooperation with the director of development, working to increase overall contributions from individuals, retain existing donors and acquire new donors.
- Manage and grow the Institute's sustaining (monthly) donor program.
- Prepare and send timely and accurate calendar year end giving/renewal statements.
- Provides event support for the Institute's annual International Women's Day fundraiser, scheduled to resume in-person in March 2023.
- Advise strategic plans and target goals for the Institute's annual revenue budget.

2. Database Management (30%)

- Lead donation entry and accuracy in cooperation with the Institute's Finance Assistant.
- Utilize NeonCRM, the Institute's fundraising database, to generate mailing lists, segment, and track donor audiences, provide quarterly reports and analyze program effectiveness.
- Utilize NeonCRM to create and integrate digital campaign forms and peer to peer fundraising page capability.
- Establish standards and procedures for donation entry and records, train other users and improve development team's use and effectiveness of NeonCRM as the organization's "super user."
- Prepare accurate donor lists for annual report and other donor recognition materials.

3. Donor Relations (20%)

- Write and administer all donation acknowledgements in accordance with the Institute's stewardship practices.
- Communicate individually with donors in person, over the telephone and through email correspondence and ensure donors experiences are positive.
- Support and steward donors contributing through employee giving programs, and third-party platforms, including acknowledging gifts and administering matching gift applications.
- Uniquely acknowledge and recognize tribute and memorial gifts.
- Engage volunteers and Board members in coordinating donor stewardship activities.

4. Prospect Identification and Research (10%)

- Identify donors with leadership giving potential, research prospects giving priorities and capacity.
- Draft prospect research memos to prepare agency leaders for higher quality donor cultivation and stewardship.
- Involve agency leadership, employees, board, and community members in identifying and deepening connections with prospective donors.

Requirements: *(Experience and Qualifications):*

- Fully vaccinated for COVID-19
- Strong commitment to the Institute's mission, the Institute's cross-cultural community and advancing equity and inclusion.
- Ability to develop positive relationships with Institute donors, staff members and organization supporters.
- Excellent verbal, written and interpersonal communication skills.
- Previous experience administering a donor or CRM database.
- Ability to problem solve, learn software functionality quickly, be flexible and develop systems that evolve a growing team and organization.
- Strong attention to detail, effective time manager, able to consistently meet deadlines.

Preferred experiences:

- Annual fund management
- People who currently or previously held positions as development coordinator, database coordinator, or development assistant for a nonprofit development program.

Physical Demands:

- Use of manual dexterity, tactile, visual, and audio acuity.
- Use of repetitive motion, prolonged periods of sitting, and sustained visual and mental applications and demands.

Physical Demands (cont.)

- Occasional lifting (up to 25 pounds), bending, pulling, and carrying.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EEO Statement:

International Institute of MN is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

To Apply:

Former refugees, New Americans and people of color are highly encouraged to apply. Send cover letter, resume and one writing sample to CErtz@iimn.org. Please include "Annual Giving Manager" in the subject line. No phone calls or walk-ins please. Position is open until filled.

Revised: 10/6/2021