



Title: Annual Fund Manager
Reports To: Director of Development
Member: Development Team
FTE: 1.0

PURPOSE: Under the guidance of the Director of Development and as an integral part of the Blood Cancer Foundation of Michigan development team, plan and execute the annual fund and fundraising events- related activities.

RESPONSIBILITIES:

Annual Fund

- Working with the director, plan, implement and grow the Blood Cancer Foundation of Michigan (BCFM) annual giving programs (direct mail, online giving, and in-kind gifts, external promotions, donor wall) expanding the presence of the foundation within the state and increasing the value of the program.
- Working with the director, and within the strategic plan, execute long-term goals and objectives for the annual campaign, and other fundraising efforts.
- Cultivate and steward gifts from annual fund donors by maintaining consistent contact, while developing new relationships and prospects.
- Working with communications professionals, develop collateral material for mailings.
- Collaborate with database professionals to effectively identify, segment and refine lists for mailings, ensuring that industry standards are met.
- Develop strategies for new donor acquisition and growth.
- Collaborate with development operations to ensure the input of donor and prospect information into donor database, ensuring the accuracy of gift entry and reporting.
- Assist in the creation of external content and collateral for the development department, including but not limited to appeals, newsletters, social media, invitations, online giving and event management pages.
- Assist the director in the preparation of department reports.

Events

- Create and execute event action plans and timelines that include tasks and resources needed to implement successful annual fund and event activities, setting and meeting benchmarks to ensure success.
- Carry and actively work a corporate and individual portfolio to ensure consistently developed sponsorship pipeline and successfully solicit sponsorships as needed to meet budgetary expectations.
- Coordinate and lead meetings (as requested) with benefit/steering committees and benefit chairs. Actively recruit new committee members to create a pipeline for subsequent years.
- Manage vendors, logistics and volunteers for special events including but not limited to: venue, collateral design, mailings, marketing, public relations, printing, catering, and signage.



- Secure and conduct meetings with prospective donors, sponsors and volunteers to identify, cultivate, solicit and steward support for the events and agency.
- Support the development team in ancillary duties, including acknowledgment receipt letters for donors, event attendees, auction donors, sponsors, etc. when necessary.
- Ensure effective donor recognition and stewardship for event attendees and third-party accounts.
- Ensure sponsorship fulfillment to effectively steward corporate relationships.
- Research individual donor and prospect information.

REQUIREMENTS:

- Three to four years of experience in non-profit annual fund and development events production required.
- Demonstrated record of accomplishment for retaining and generating new and return support through annual fund donors, corporate sponsors and event attendees.
- Must be self-starting and self-directed, organized, have the ability to work independently and within a team.
- Experienced in recruiting and engaging volunteers to serve on planning committees.
- Proficient in Microsoft Office and social media platforms.
- Donor Perfect, First Giving, Constant Contact, Eventbrite, and Canva graphics experience preferred.
- Some in-state travel is required.

GENERAL RESPONSIBILITIES:

Supporting functions expected of all BCFM employees that increase or enhance cooperation within, and the overall effectiveness of, the staff and agency.

- Meet basic behavior standards for a BCFM team member, including, appropriate dress, relationship building, use of work time and cooperative teamwork.
- Maintain a consistent and punctual work schedule and follow all PTO procedures.
- Log and submit time sheets, expense and mileage reports and other appropriate forms/reports as required for approval.
- Participate in staff-wide functions, projects or initiatives.
- Set an example for staff and volunteer colleagues that reflects positively on BCFM's brand, value, culture and goals.
- Prepare and present weekly or monthly updates/written reports at staff and departmental meetings covering your areas of responsibility.
- Participate in the annual budget planning for your areas of responsibility and meet or exceed approved budget goals and control of expenses.
- Provide year-to-date analysis of budget and expenses as applicable for your areas of responsibility.
- Enthusiastically support the BCFM mission through work with other departments as requested/needed including evening and weekend work as required.
- Professionally execute other duties as assigned.



Required license or certification: Driver's License

Required education: Bachelor's degree or equivalent work experience