

## **GIRL SCOUT COUNCIL OF THE NATION'S CAPITAL**

### **POSITION DESCRIPTION**

**POSITION:** Annual Giving Specialist

**REPORTS TO:** Development Director

#### **PRIMARY AREAS OF WORK**

Works in partnership with the Development Director to plan, organize and implement a successful annual grassroots fund-raising campaign. This position will directly work with grassroots volunteers, work on Council-wide fundraising solicitations, and plan and implement special donor and fundraising events:

- Training, motivating and managing fundraising volunteers and empowering them to make asks in their communities.
- Actively managing and leveraging the annual campaign volunteer leadership.
- Develop and execute fundraising strategies, including direct mail, online giving, email and social media solicitation strategies.
- Recommending strategies that will retain and upgrade donors based on statistics and best practices.
- Recommending strategies that will yield a higher response from new and former contributors based on statistics and best practices.
- Planning small and large-scale events.
- Creating reports and tracking fundraising for annual campaign.
- Providing quality customer service for donors, members, and annual campaign volunteers.
- Maintain important existing relationships and build new relationships with external stakeholders.

#### **SPECIFIC DUTIES:**

- Help develop strategies to acquire, renew and upgrade annual donors.
- Plan and lead annual volunteer training including securing venue, recruiting participants, developing materials and facilitating training.
- Manage and oversee the annual campaign volunteer leadership, which includes leading meetings, cultivating relationships and empowering them to make asks in their communities.
- Coordinate the production of all solicitation materials to ensure consistent messages about Girl Scouting. This includes writing and editing copy, collecting photos, quotes and other design elements, and working with direct mail vendors.
- Coordinate the annual campaign for staff solicitation.
- In partnership with the Public Relations Department, develop donation brochures, social media campaigns and other promotional materials for events and mailings.

- Develop and consistently update volunteer tools and manage all updates to the Volunteer Resource website page.
- Coordinate cause-marketing partnerships to grow funding and increase visibility for the organization.
- Respond promptly to donor inquiries and serve as an information resource for all staff, volunteers, and families on funding for the organization.
- Work with the Individual Giving Officer to identify possible major and planned donors and, at times, make asks of individuals or small business to reach the goal.
- Plan and coordinate stewardship dinner for President's Circle level donors; including working with venue; mailing invitations; developing program; creating seating charts and more.
- Maintain department budget for special events as it applies to tracking expenses and keeping organized records.
- Have an in-depth understanding of the donor database to run reports.
- Serve as primary contact person for ways to give through car donations, workplace giving campaigns, matching gifts program and other alternative options.
- Implement a strategic alumnae engagement program for the Council.
- Support the Development Department and Council efforts as requested.
- Other duties as assigned.

#### **QUALIFICATIONS:**

- Bachelor's degree, equivalent related work.
- Proven track record managing and meeting goals of an annual grassroots campaign.
- Stellar verbal, written and interpersonal communication skills.
- Experience working with and managing large groups of volunteers and committees.
- Experience with event planning, working with vendors and a strong attention to detail.
- Excellent presentation skills and ability to interact effectively in a public setting.
- Demonstrated ability to work successfully with internal and external stakeholders.
- Demonstrated ability to handle multiple projects simultaneously.
- Must have access to an automobile for travel throughout the jurisdiction.

#### **PREFERRED QUALIFICATIONS:**

Preference may be given to candidates with knowledge and experience in Girl Scouting, especially Gold Award Girl Scouts. Experience with DonorPerfect or similar donor database.