Position Description
Individual Giving Manager

Westchester Parks Foundation engages the public to advocate for and invest in the preservation, conservation, use, and enjoyment of the 18,000 acres of parks, trails, and open spaces within the Westchester County Parks system. We believe that parks enrich the community and make Westchester County a great place to live, work, and play.

Reporting to the Deputy Executive Director, the Manager of Individual Giving is responsible for contributing to and implementing WPF’s fundraising strategy, primarily as it relates to individuals, major gifts, yearly appeals, and donor research and cultivation. Some grant writing and research will also be expected. The Manager also collaborates on communication pieces as part of the overall marketing and communication strategy, and is expected to play an active role in growing WPF’s income and donor base, strengthening the overall donor pipeline, and raising the profile of the WPF through well-planned, innovative fundraising events and appeals.

Responsibilities:

• Work with the Executive Director, Deputy Executive Director, and Board Development Committee to develop and execute the Individual Giving strategy of the organization, in order to meet short- and long-term revenue goals.
• Focus on developing the building blocks of a successful individual giving program, including multichannel strategies for income generation in Individual Giving (i.e. monthly giving program, online giving initiatives, additional giving appeals, frequent meet-and-greets).
• Manage the planning of frequent cultivation events, meetings, and smaller fundraising events (weekly) and at least one major fundraiser per year.
• Manage annual Individual Giving solicitations, including at least one yearly appeal in letter and/or digital formats, from concept to design, printing and mailing.
• Identify, cultivate and solicit individuals for general operating support, event sponsorship, volunteer programs, and/or publicity;
• Execute strategy for adding planned giving opportunities into the individual giving program;
• Maintain accurate and up to date donor prospect lists of individuals and engage those individuals in regular communication.
• Develop and manage and effective donor retention strategy.
• Provide strategy on appropriate mailings and other forms of donor outreach.
• Contribute to donor and general information kits for events and meetings.
• Manage donation acknowledgement, grant or fundraising correspondence and reporting documentation.
• Perform other related duties in accordance with instructions from Executive Director and Deputy Executive Director.
QUALIFICATIONS

• Education
  o Bachelor’s degree required

• Professional Experience
  o 3-4 years of demonstrated development and fundraising experience.
  o Strong understanding of the not-for-profit sector and the fundraising landscape.
  o Experience planning and executing large and small fundraising events.
  o Microsoft Office experience and knowledge of fundraising software. Knowledge of SalsaLabs and/or DonorPro a plus.
  o Passion for the mission of Westchester Parks Foundation and knowledge of conservation/recreation issues a plus.

• Organizational Skills
  o Impeccable verbal/written communication skills.
  o Comfort in speaking with donors of all levels.
  o Ability to handle a variety of responsibilities simultaneously and to set priorities in order to complete assignments in an efficient, accurate and timely manner.
  o Comfort in working in a team oriented, consensus driven environment.
  o Experience working efficiently and effectively under tight deadlines.

• Personal Qualities
  o Positive, professional and accommodating attitude.
  o Ability to present well and interact with all levels of staff and board members.
  o Comfort working in a small team environment.

• Ability to occasionally work flexible hours, including some evening and weekend requirements and represent Westchester Parks Foundation at local area events.

COMPENSATION

Commensurate with experience, including medical, dental, vision benefits and 403(b) plan. Two weeks’ annual paid vacation after six (6) months and eligible for compensatory time. Position is full time (40 hours/week). Subject to annual review and evaluation by the Executive Director and Executive Committee of the Board of Trustees. Probationary period of not less than three (3) months and ending after no more than six (6) months upon successful completion.

To apply, send cover letter, resume, and three (3) professional references to Christine La Porta, Deputy Executive Director at christine@thewpf.org. References will not be contacted without prior approval. No phone calls or office visits, please.