



## Individual Giving Manager

### THE OPPORTUNITY

Justice Outside advances racial justice and equity in the outdoor and environmental movement. We shift resources to, build power with, and center the voices and leadership of Black, Indigenous, and People of Color because the health of current and future generations demands it. Justice Outside has long worked to remove barriers that have historically prevented communities of color from accessing meaningful experiences in nature and professional experience in the outdoor sector. We know that participating in outdoor programming offers those who have been most impacted by racial injustice a powerful source of healing and growth.

Reporting to the Director of Development and working closely with other members of the Justice Outside Development team, Justice Outside staff, and a growing network of program alumni, the new Individual Giving Manager will support our annual fundraising efforts through implementing new campaigns, strategies, and programs to grow the organization's number of individual donors giving less than \$1,000. They will also provide support and ideas to all aspects of individual donor engagement strategies and fundraising events. Successful candidates in this role will be detail-oriented with strong writing and relationship skills with the ability to work naturally in a team environment. You will join a collaborative team of self-motivated leaders who value equity, cultural relevancy, and inclusion as building blocks for effective work. We rely on creativity, flexibility, technology, listening, critical thinking, and humor to bring out the best in each other. We offer multiple opportunities for professional growth.

### KEY RESPONSIBILITIES

**In shared responsibility and with strategic guidance provided by the Director of Development, the Individual Giving Manager will:**

- Manage and effectively implement innovative strategies and tactics for raising funds from individual donors to support our work
- Create specific plans for donor acquisition, cultivation, solicitation, and stewardship through the year along with the Director of Development; measure and analyze results
- Analyze donor data in RE:NXT including tracking and reporting on acquisition, upgrade, and retention rates, and adapting future appeals to ensure healthy growth
- Manage all aspects of social media fundraising, including writing content, choosing images, researching best practices while working closely with the Communications team to implement
- Create, design, and disseminate fundraising appeals through direct mail, web, social media, email,



and texting campaigns

- Support the Development team in developing expense budget recommendations necessary to implement individual donor campaigns, strategies, and events
- Coordinate and conduct meetings via in person and/or virtually with donors, prospects, volunteers and key constituents
- Identify, cultivate, and steward individual donors that have the capacity to give up to \$1000 annually
- Research, test, and implement new fundraising methodology

### **Donor Events & Stewardship**

- Support the coordination of annual fundraising and outreach events (1-5 per year)
- Support the design and facilitation of an annual fundraising event, including securing live and silent auction items, selling tickets, and managing volunteers
- Work closely with the Development Associate to plan, organize and coordinate special events and fundraising programs and projects and oversee materials being sent out to engage current supporters
- Build meaningful relationships with donors through intentional engagement (ex. providing letters, reports and other communication.
- Maintain a yearly calendar of stewardship activities to ensure current donors continue to be informed and engaged in Justice Outside's work
- Provide informational data to Development Leadership to be used in fundraising updates given to the Board

### **Administration**

- Timely and consistent communication and follow-up with internal and external stakeholders (ex. Justice Outside Team, Board Members, and Donors)
- Collaborate with the Justice Outside Team in developing, writing and disseminating support materials for fundraising including the design and distribution of our Annual Report, event materials, and other communications that align with Justice Outside's mission
- In collaboration with the Director of Development, ensures the accuracy of all development related data, including, accurately coded and processed gifts and up-to-date donor records, all in accordance with Justice Outside policies and procedures
- Collaborate effectively with Program and Communications team members
- Perform other related duties as assigned or requested

### **QUALIFICATIONS**

Our ideal candidate brings the following qualifications, competencies, and values:



- 3 years minimum of progressively increasing responsibility as a fundraising professional with a proven track record of securing individual gifts up to \$1000+
- Experience communicating and working directly with donors, prospects, volunteers, and vendors
- Strong writing skills, including experience with email and social media content creation
- Experience in managing and growing fundraising events of various types and sizes
- Must possess strong verbal and written communication skills and excellent interpersonal skills with the ability to effectively represent Justice Outside
- Experience and competence with donor software (ex.Blackbaud software desired) and proficiency with Microsoft Office & Google Suites
- Experience building authentic relationships with donors while maintaining confidentiality and demonstrating a strong commitment to upholding high standards of fundraising ethics
- Ambitious and organized problem-solver with a high level of attention to detail, accuracy, and follow through
- Must be able to lead, collect, track, manage, and prioritize effectively and in a timely manner while working on multiple projects
- Demonstrated ability to work independently and in a small, but growing team environment with a broad range of individuals and organizations with diverse interests and backgrounds
- A passion and an appreciation for advancing racial justice and equity in the outdoors and environmental movement, including an understanding of the positive benefits of nature-based activities
- Willingness to try new things, such as participating in quarterly team-building activities

#### **WORK LOCATION/ENVIRONMENT**

- This is a full-time, Monday through Friday, salaried position. Candidates located in the San Francisco Bay Area strongly preferred. Our office headquarters are located in downtown Oakland, CA.
- Our employees are currently working in a hybrid work environment that supports both remote and in-person. When working remotely, employees must maintain phone and internet services to be able to complete work as required.
- Expected 5%-10% U.S. travel

#### **Disclaimer**

The above job description is not intended to be an all-inclusive list of duties and standards of the position. The Individual Giving Manager may be assigned additional duties in support of development.



### **COMPENSATION AND BENEFITS**

Annual Salary Range: \$65,000-\$70,000

Compensation is commensurate with experience. Benefits include: generous vacation, paid health and dental premiums, a supportive team culture, and an annual stipend for individual professional development activities. Candidates also have the opportunity to join an employer-sponsored retirement plan. *Justice Outside is an Equal Opportunity Employer. Employment decisions are made without regard to race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity or expression, age, disability, protected veteran status or other characteristics protected by law.*

### **HOW TO APPLY**

Interested candidates are invited to submit a cover letter and resume via email to: [humanresources@justiceoutside.org](mailto:humanresources@justiceoutside.org) with the subject: Individual Giving Manager.