
Job Description

Job Title: Senior Manager, Fundraising and Donor Relations
Reports To: President & CEO
Location: Anywhere in Canada (Remote Position)
Type of position: Full time, 37.5 hours/week
Submission Deadline: September 16, 2022

About the Canadian Lung Association (CLA)

Founded in 1900, the Canadian Lung Association is one of Canada's oldest and most-trusted national health charities. As the go-to resource for all Canadians seeking information on lung health, CLA works hard to ensure proper policies and regulations are in place to support patients and their care providers. We also fund ground-breaking lung health research that supports improved treatments and medications. We are seeking a fundraising expert to join our team.

Summary

This is an exciting and rewarding opportunity to help all Canadians suffering from various forms of lung disease from coast to coast! This unique opportunity provides the successful candidate with the opportunity to build the foundational blocks of a comprehensive fundraising program that will support this long-standing, successful, respected, and trusted national health charity for years to come.

Description

The Senior Manager, Fundraising and Donor Relations engages with individuals, corporations, local businesses, community organizations and industry partners to raise awareness, to raise funds and to build engagement across the organization through donations. The Senior Manager leads the development of the fundraising strategy and tailors giving opportunities as deemed appropriate.

The position works closely with the Fund Development Manager for the Lung Association, Manitoba and from time to time, will work on joint projects with fund development staff in affiliated organizations in New Brunswick, Nova Scotia, and PEI.

Reporting to the President and Chief Executive Officer, the Senior Manager of Fundraising and Donor Relations, is the primary donor relations contact for CLA across the country. The Senior Manager leads the development of the fundraising strategy, tailors giving opportunities and ensures proper stewardship takes place following a gift to maintain donors' involvement, interest, and ongoing financial support. The Senior Manager supports the CEO in the function of engaging the CLA Board in annual giving commitments, including attendance of CLA Board meetings upon request, resourcing of Board committees (as needed) and enhancing Board support of donor relations. This role also supports a broad range of organizational goals by aligning fundraising strategies with CLA's annual and strategic plan and identified growth initiatives.

Specific Duties and Responsibilities

- Develops and cultivates professional relationships on behalf of CLA with businesses, donors, and community and industry leaders to advance CLA's vision and mission to support those, and the families of those suffering from lung disease through donations.
- Identifies new prospective donors, assess their gift capacity and potential, conduct prospect research, and contribute to the development of targeted cultivation strategies.
- Develops standard and tailored proposals of CLA giving opportunities for donors to grow planned giving, annual giving and endowment revenue toward CLA mission areas and programs.
- Develops and implements new and existing fundraising initiatives, including supporting and coordinating programs, and major gifts. Demonstrated ability to develop and execute an annual direct mail program, including the flagship Christmas Seals campaign is important.
- Provides exemplary customer service by carefully managing donor expectations, ensuring gift acknowledgement and donor recognition are conducted in a timely and impactful way.
- In collaboration with the CEO, develops, researches, and maintains a portfolio of donor prospects, assessed as having the ability or potential to make gifts of all levels.
- Creates a cohesive major gifts development plan (pipeline) to identify major gifts prospects to drive investment that supports the strategic directions of CLA.
- Prepares written documentation and reports associated with the management of donors and prospects such as Gift Agreements, Fund Terms of Reference, Endowment Agreements, and Impact reports in accordance with industry best-practice.
- Contributes to the development and improvement of operational procedures, guidelines and forms that improve fundraising best practices, teamwork, and service to donors.
- Maximizes the use and integration of the CRM database; works with colleagues to maintain accurate records of donors, documents donor/prospect meetings and track activities weekly. Monitor data quality and integrity.
- Plans, schedules, and oversees all annual donor communications, including annual donor recognition correspondence, impact reporting and recognition and any future donor recognition tools to be developed.
- Oversees the management and stewardship of active donor and prospects by building well-tended, long-term relationships by allocating sufficient work time for donor outreach and engaging senior staff or senior volunteers as deemed appropriate.
- Liaises with CLA Finance staff to ensure receipts of all gifts are processed in a timely manner and verified for accuracy.
- Works collaboratively with CEO to oversee and ensure all donor funded CLA program activity is of a high standard, delivered in a timely manner and in accordance with the intent of each participating donor; provide guidance to resolve problems, report and address delays should they occur.
- Leads the development and direction of donor recognition and fundraising events, ensuring high-quality donor experience.
- Collaborates with the Marketing and Communications staff to plan promotional campaigns that support fundraising initiatives.
- Provides day to day guidance to other members of the team and acts on behalf of the CEO in their absence as requested.

Required Education and Experience

1. Bachelor's degree in a related field.
2. Five or more years of experience at a senior level as a fundraising professional in a fundraising role, preferably with a not-for-profit or publicly funded organization.
3. Demonstrated success with various types and levels of not-for-profit fundraising initiatives.
4. Formal fundraising training through the Association of Fundraising Professionals, or other recognized organization is highly desirable.
5. Minimum two years' experience planning and delivering special events.

Required Knowledge, Skills and Abilities

Proven ability to develop annual donor plans, set priorities, use planning and analytical skills, complete work with minimal supervision and meet deadlines.

1. General financial literacy and demonstrated knowledge of Canada Revenue Agency policies, regulations, and procedures for registered charities.
2. Excellent verbal and written communication skills with the ability to develop, prepare, and deliver persuasive presentations to a variety of individuals and groups of varying sizes. Fluency in English is required, while the ability to communicate in French, both written and verbally is considered a highly valued asset.
3. An understanding of the national philanthropic community across Canada is an asset.
4. Independent self-starter capable of managing and prioritizing multiple, time-sensitive projects and priorities with minimal supervision. Exceptional active listening skills and excellent attention to detail.
5. Experience in coordinating and providing guidance to volunteers (including Board members and students).
6. Intermediate knowledge in Microsoft Office applications, experience using CRM fundraising software (Raiser's Edge) is important and knowledge of effective social media platforms is an asset.
7. Must be able to work evenings and weekends, when required.
8. Must have a valid provincial Driver's License.

Compensation

A competitive compensation package including dental and health benefits is provided and commensurate with the candidate's background and experience.

Interested parties should submit a cover letter and resume highlighting their related experience and suitability to Nicole Lamoureux, Board Secretary and Executive Assistant, nlamoureux@lung.ca, no later than Friday, September 16, 2022.