



## FOR PUBLIC DISTRIBUTION

### POSITION TITLE

Position	Senior Manager, Institutional Giving
Level	Professional
Status	Full Time
Department	Development
Location	Norwalk, CT

**SeriousFun Children's Network, founded by Paul Newman**, is a growing global community of independently managed and financed camps and programs, which have come together with a common purpose – to provide transformative experiences to children with serious illnesses and their families, free of charge. Through our 30 camps and programs around the world, SeriousFun reaches more than 150,000 children and families annually. Learn more at [www.seriousfun.org](http://www.seriousfun.org)

**About us:** The SeriousFun Support Center is located in East Norwalk CT. Our team of 30 staff members provides support services to SeriousFun camps and partnership programs around the world in order to ensure program and operational excellence, create awareness for the camps worldwide, and foster the continued growth of the Network as a whole.

SeriousFun is committed to fostering and ensuring a culture and environment that values the experiences, knowledge, and voices of all those who work to carry out our mission. We are continually focused on bringing our core principles of diversity, equality, and inclusion to life by embracing individual talents and experiences and encouraging ongoing learning and understanding.

The purpose of our job posting is to provide an overview of the responsibilities and qualifications needed for this role and what it's like to work with us. If this sounds like the work you would like to do - and if we sound like a non-profit that you would like to work for - then please apply even if you don't match 100% of the job description.

#### This position is perfect for you if:

You are an experienced, creative and collaborative development professional with excellent written communication and networking skills who will be an integral part of the Institutional Giving Team. This position requires an individual who is poised, able to communicate and work effectively with a portfolio of donors, comfortable with communicating/influencing with a variety of levels in companies and at SeriousFun, with a successful track record of managing relationships with a broad spectrum of individuals.

#### POSITION SUMMARY

The Senior Manager, Individual Giving, is an integral member of the development team, reporting to the Director of Donor Relations. The person in this role is responsible for identifying, cultivating, soliciting, stewarding, and retaining individual supporters with a focus on \$1,000 to \$10,000 gifts. Additionally, identify and develop prospects within their assigned portfolio of donors to move to the Major Gift level (10K+ gifts), and promote the planned giving program.

The person in this role collaborates on the creation and manages the implementation of the year end appeal, quarterly fundraising initiatives including the year-end appeal and SeriousFun Giving Day and supports individual giving segments. They will manage relationships with two key organization partners (Phi Kappa Tau and Delta Zeta) as well serve as a liaison and provide any needed support to SeriousFun's Young Executive Board.

The Senior Manager, Individual Giving will work collaboratively with the fundraising team to create and implement annual stewardship plans, drive year-on-year fundraising revenue, donor retention, and donor acquisition growth for individual giving.

In partnership with the Senior Manager, Development Operations, the person in this role will provide strategic insight on donor services, donor recognition and stewardship cycle, including acknowledgements, recognition materials, and other donor communications.

The individual in this role will be required to work in our Norwalk, CT office 3 days per week, with the ability to work remotely 2 days per week.

**Essential Responsibilities:**

- Working closely with the Director of Donor Relations, create and implement a strategic and diversified fundraising plan for individual donors that will guide the organization to meet fundraising goals,
- Manage and develop a portfolio of approximately 150 donors and prospective donors with the ability to give in the \$1,000-\$10,000 range, work to deepen their relationships with and increase their giving through mail, online, phone and in-person strategies.
- Expand and diversify the SFCN donor base/pipeline by playing a proactive, creative leadership role in the identification, cultivation, solicitation, and stewardship of individual contributions.
- Develop revenue budget goals and growth plans for assigned areas of individual giving.
- Work closely with the Development and Marketing & Communications teams to ensure the creation and use of high-quality proposals, mailings, acknowledgements, and stewardship materials to support ongoing fundraising activities.
- Plan and implement multiple direct mail appeals and updates, including developing themes and messages, writing mail and email pieces.
- Conduct regular and detailed analysis of program performance.
- Focus on increasing donor retention, average gift size, donor acquisition, and building a robust pipeline for major gifts (\$10K+).
- Participate in the planning, implementation, and coordination of strategic cultivation events to cultivate or steward individual donors.

**Competencies:**

- Job-Specific Skills, Knowledge, and Ability: Demonstrating the application of job-specific technical skills, general knowledge, and/or abilities to add value.
- Authority and Accountability: Providing direction of processes, projects, programs, and people. Delegating responsibilities and decisions appropriately. Being accountable for results.
- Critical Thinking and Decision Making: Making decisions and solving problems involving varied levels of complexity, ambiguity, and risk.
- Planning and Organizing: Defining tasks and milestones to achieve objectives and ensuring the optimal use of resources to meet those objectives.
- Interpersonal Skills: Building and maintaining productive work relationships, collaborating with others to achieve common goals, listening, and communicating in a way that is inclusive, respectful, and supportive of others.
- Adaptability: Adjusting one's own behavior to work efficiently and effectively in light of new information, changing situations, and/or different environments.
- Leadership: Setting a positive example, encouraging, and supporting collaboration and teamwork, exhibiting humility, helping others achieve success, being honest and trustworthy.

**Minimum Qualifications**

- Education: Bachelor's Degree (e.g. BA, BS) or equivalent
- Years of Relevant Work Experience: 3-5 years
- Experience in working in NGO's or other non-profit organizations
- Excellent networking skills

- Excellent written communication skills including experience with online and printed content, e-mail correspondence and reporting
- Highly skilled in creating and executing against social media strategy, campaigns, and programs

#### **Preferred Qualifications**

- Demonstrated ability to research and generate leads
- Advanced experience working with Raiser's Edge
- SeriousFun program/camp experience

**Company Culture, Perks and Benefits** – please read Our Philosophies [here](#) to get a sense of what's important to us.

- Fun, respectful, and collaborative environment
- Professional Development opportunities (online and company facilitated offerings)
- Respect for your non-working time (in Eastern Standard Time) unless under special circumstances, we limit contacting staff on evenings and weekends.
- 30+ paid time off for you to enjoy as you see fit, including vacation days, holidays, opportunities to volunteer at a SeriousFun camp.
- Paid time off for family, medical, and civic service needs.
- Company sponsored retirement 403b plan after one year of continued service.
- New office located in a fully renovated mixed-used building with great onsite (free) amenities.
- Steps away from the East Norwalk train station

*Benefits are subject to change*

*Compensation is commensurate with experience and relevant labor market comparisons.*

*To apply for this position, please submit your resume, cover letter and complete an application here:*

[\*\*Senior Manager Individual Giving application\*\*](#)