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POSITION TITLE

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SeriousFun Children’s Network, founded by Paul Newman, is a growing global community of independently managed and financed camps and programs, that 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 has provided over 1.7 million camp experiences since 1988. Learn more about us at [www.seriousfun.org](http://www.seriousfun.org)

About us: The SeriousFun Support Center is located in Norwalk CT. Our team of 34 staff members provides support services to SeriousFun camps and partner programs around the world 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, equity, 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 a motivated and results-driven development professional who is creative and collaborative and someone who finds innovative ways to meaningfully connect donors to an organization’s mission and impact. This position requires an individual who is poised, able to communicate and work effectively with potential donors, and comfortable communicating at a variety of levels across a diverse group of donors.

POSITION SUMMARY

The Senior Manager, Individual Giving is an integral member of the development team, reporting to the Director of Major and Individual Giving. The Senior Manager, Individual Giving will work collaboratively with the fundraising team to create and implement annual stewardship plans and drive year-on-year fundraising revenue, donor retention, and donor acquisition growth for individual giving.

We are seeking a motivated and results-driven fundraiser interested in cultivating, soliciting, and stewarding donors and finding innovative ways to meaningfully connect donors to SeriousFun’s mission and impact.

All SeriousFun employees at the Senior Manager level are expected to manage specific areas within their department, as well as other cross-departmental areas when needed at the direction of their supervisor. Senior Managers will develop and share expertise of specific functions and processes they are responsible for within the Support Center. When requested to do so by senior staff members, Senior Managers may also engage and
interact with camp and partner program staff, donors, third-party vendors, partners, and service providers to provide support while representing the organization. Employees at this level are expected to be able to work successfully with a medium-to-low level of day-to-day oversight and support from their direct supervisor.

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

**Essential Responsibilities:**

**Donor Relations and Stewardship**
- Work closely with the Director of Major and Individual Giving to create and implement a strategic and diversified fundraising plan for individual donors to support the organization’s fundraising goals.
- Explore, maintain, and implement strategies for increasing donor retention, average gift size, and new donor acquisition.
- Work strategically to expand and diversify the SeriousFun Children’s Network donor base/pipeline by playing an initiative-taking and creative leadership role in the identification of new donors.
- Cultivate, solicit, and steward a comprehensive portfolio of approximately 150 donors with the ability to give in the $1,000-$5,000 range.
- Create and implement innovative ways to deepen donor relationships to increase giving levels through strategically designed mail, online, phone, and in-person communications.
- Assist in the development of individual revenue budget goals and growth plans for assigned areas.
- Manage relationships with two key organization partners as well as serve as a liaison and provide support to SeriousFun’s Young Executive Board (YEX).

**Fundraising Campaigns**
- Plan, design, and implement multiple appeals and fundraising initiatives, including developing themes and messages, and writing mail and email pieces across all giving segments.
- Create project plans, monitor schedules, and ensure the execution of print and online deliverables for fundraising campaigns.
- Work closely with the Development and Marketing & Communications teams to ensure the creation and use of high-quality proposals, mailings, acknowledgments, and stewardship materials to support ongoing fundraising activities.
- Collaborate with the Marketing team and vendors to deliver impactful messages and stories to donors and potential donors through multiple media channels (website, social media, electronic and print communication).

**Cultivation Events**
- Develop and manage donor stewardship plans for annual giving, cultivation activities, and special campaigns.
- Participate in the planning, implementation, and coordination of strategic cultivation events to cultivate or steward individual donors.
- Conduct regular and detailed analysis of program performance.

**Other Development Support**
- Work closely with the Senior Manager, Development Operations to ensure timely and accurate production of donor and prospect lists and reports. Accurately record and track all donors and prospect activity in the donor database (Raiser’s Edge.) Generate and manage weekly donor/prospect activity reports and oversee follow-up actions.
- Manage/maintain prospect pipelines and priority lists and moves management strategy.
- Order recognition and stewardship gifts for all fundraising efforts and needs; maintain inventory.

**Key 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 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, and being honest and trustworthy.

Minimum Qualifications
• Bachelor's Degree (e.g. BA, BS) or equivalent
• 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 social media strategies, campaigns, and programs.
• Ability to work cross-functionally with various departments and leaders.

Preferred Experience and Skills
• Experience in working in NGOs or other non-profit organizations, particularly those with federated/networked structures.
• 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 Focus 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 days for you to enjoy as you see fit, including vacation days, holidays, and 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, and cover letter and complete an application here:
Senior Manager Individual Giving application