

YORK COUNTY HISTORY CENTER Position Description

Position Title: Manager of Membership & Annual Giving

Primary Location: Historical Society Museum

Status: Full-time, Non-Exempt

Supervisor: VP of Advancement

Summary:

The Manager of Membership & Annual Giving plays a key role between membership and major gifts in orchestrating and implementing the moves management system between upper level membership and major gifts. Specifically, this role is charged with soliciting, securing, and stewarding all annual fund contributions including the Revolutionary Delegation. The Manager will supervise the Coordinator of Development Operations who handles all data and gift entry along with membership solicitation. As a team member, this role will work to assist the VP of Advancement identify major and planned giving prospects.

Responsibilities:

- ◆ Work with the VP of Advancement to develop strategies to move members and entry level donors into upper levels of participation in the Annual Fund.
- ◆ Collaborate with the Advancement team to implement a moves management system enabling the organization to cultivate and/or steward donors bringing them closer to the organization for major gift opportunities.
- ◆ Annual Fund including Revolutionary Delegation
 - Develop annual financial goals with tactics for achieving and exceeding these annually.
 - Establish monthly annual fund metrics including mailing timelines and targets
 - Plan and implement the History Center's Give Local York initiatives in conjunction with the organizational team members.
 - Tactics will include pre-event marketing and solicitation, program planning for day of activities, and working with the VP of Advancement to secure board leadership pledges and gifts.
 - Work with Coordinator of Development Operations to inspire members to become Annual Fund donors in addition to members.
- ◆ Stewardship
 - Facilitate and manage thank-a-thon with VP of Advancement and Board of Directors
 - Ensure timely thank you letters are mailed
 - Make phone calls to donors
 - Create opportunities with existing programs to bring donors in for special programs or events including special behind the scenes, trips, etc.
 - Coordinate annual Rev Del dinner
 - In collaboration with Coordinator of Development Operations pull lists for the Annual Impact Report.
- ◆ Cultivation
 - Create opportunities with existing programs to bring higher level members into the organization to engagement them as potential donors to the annual fund
 - In concert with the VP of Advancement and Director of PR & Marketing, establish a regular cycle of communication to members through eblast, Center Piece or other opportunities

- ◆ Supervise Coordinator of Development Operations
 - Establish consistency and accuracy of data entry and reporting
 - Create monthly reporting mechanism for board and staff results reporting
 - Ensure timely and accurate membership solicitation and card distribution
 - Work with PR & Marketing to market membership opportunities at all events and programs.
- ◆ Attend events and engage donors and event participants in attendance
- ◆ Assist with the preparation for and staffing of YCHC special events, as needed
- ◆ Assist with Visitor Services responsibilities, serving as a back-up for staff breaks and absence as needed

Qualifications:

- ◆ Two - three or more years of fundraising or closely related experience working with volunteers or donors in a non-profit or fundraising environment, museum membership experience, or fields that require a high degree of professionalism, attention to detail, and excellent writing, verbal, and interpersonal skills is preferred
- ◆ Strong organizational and interpersonal abilities. Skill in dealing with people of all ages and diverse backgrounds. Diplomacy, tact, discretion and the ability to maintain confidentiality inside and outside the organization are required
- ◆ Superior written and oral communications skills, creativity and demonstrated success in managing multiple projects
- ◆ A bachelor's degree in business, marketing or non-profit management or equivalent experience is considered
- ◆ Familiarity with donor database or CRMs, and the willingness to use, or learn to use, them in support of fundraising efforts
- ◆ Ability to lift 30 lbs.
- ◆ Valid Driver's license required

Accepted by: _____ Date:_____