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**JOB DESCRIPTION**

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| **Job Title** | Manager of Mid-Level Donations | **Reports To**  | VP of Development |
| **Job Status** | Full Time | **Direct Reports** | None |
| **Department**  | Development | **Location** | Central and Western NY(Hybrid and Remote Potential) |
| **FLSA** | Exempt | **Hours** | Business hours Monday – Friday, some weekends and/or evenings |

**POSITION SUMMARY**

Diversity and inclusion are core values at Planned Parenthood of Central and Western New York (PPCWNY). PPCWNY recruits exceptional and diverse staff. PPCWNY strives to develop staff into leaders for a diverse and global workplace.

In support of Planned Parenthood of Central and Western New York (PPCWNY)’s mission, the Manager of Mid-Level Donationsis responsible for management and oversight of activities with a large pool of mid-level current and potential supporters to secure gifts at the $1,000-$24,999 level (essential to meet Annual Fund goals as well as develop a pipeline of major gift supporters), planned giving donors, and partners in special projects across the 18-county region PPCWNY encompasses. This position works within the Development and Grants teams to oversee the pool of current and potential donors, helping to identify and qualify potential donors, develop relationships between the donors and the agency, and secure funds.

**ESSENTIAL FUNCTIONS**

**Mid-level Donor Portfolio Management (~55%)**

* Under the direction of the VP of Development, identify, cultivate, solicit and steward a distinct assigned pool of approximately 50-75 individuals and/or family foundations with the capacity to make annual outright gifts of $1,000-$24,999 a year.
* Create individualized prospect plans and execute meaningful, personalized effective actions (which includes solicitations) for individuals in this group to develop stronger relationships and increase giving from these supporters.
* Utilize development/donor software (Raiser’s Edge) to monitor progress on planned activities and ensure activity goals are met.

**Midlevel Giving Pool Management and Solicitation (~45%)**

* In coordination with and under the direction of the VP of Development and Annual Fund Manager, conduct annual feasibility analysis using the existing pool of midlevel donors including the identification of past, current, and potential donors at the $1,000-$24,999 level.
* Set goals for donors at each level of membership to continue to grow and strengthen midlevel giving, particularly for the annual fund.
* Set annual activity goals (travel plans, in-person and phone solicitation goals, visit goals, and engagement strategies) based on this review. Document plans, goals, and results n the database to monitor and report on progress.
* Partner with the Annual Fund Manager to ensure donors are being appropriately thanked and stewarded to support overall membership and donor retention goals.
* Throughout the year, perform a range of data monitoring of midlevel donor pool including: review of open pledges and pledge schedules; monitoring of overlapping campaign solicitations planned for those in the solicitation pool; comparison of development committee and solicitation assignment lists to determine appropriate follow-up; and preparation of monthly reports on solicitation status. Document processes as needed.
* Collaborate with Development and Grant teams, staff and volunteers to identify new donors for addition to the pool. Recommend any prospect movement to major gifts, additions to the pool, or removal as part of the “monthly moves” management meeting.
* Follow-up on leads and inquiries received from unassigned prospects, in response to planned giving marketing materials, to engage donors in developing or finalizing their estate plans and interests in PPCWNY.
* Help create systems, procedures, and practices for the most effective collaboration between the programs involved with volunteers, annual fund, and the rest of development.
* Partner with staff in Development, Grants, and Planned Parenthood Federation of America (PPFA) as needed to ensure appropriate documentation and recognition.
* The individual must be able to work independently while also serving as a member of a team
* The individual will be required to travel across the entire 18 county service area of PPCWNY and report to Rochester two-four days per month, and consistently maintain a strong external presence.
* The candidate will have knowledge and proven success in virtual engagement and solicitations, and demonstrate a history of successful development experience with individual giving and volunteer engagement

**OTHER ACCOUNTABILITY ACTIVITIES**

* Provides support to the Development Department including attending fundraisers, organizing events, etc.
* Performs other duties as assigned by VP of Development
* Performs all functions in a manner that upholds Planned Parenthood of Central and Western New York (PPCWNY)’s mission, vision and values, as well as demonstrates commitment to providing services to a diverse range of clients

**QUALIFICATIONS**

**Education & Experience** - Applicants must possess the following qualifications (or equivalent combination of education and experience):

***Education* -** Associate’s degree or higher, preferred

***Experience* -** A minimum of three years’ experience in professional fundraising or sales highly preferred

**Knowledge, Skills, & Abilities**

* Proficiency in Microsoft Office, Microsoft Teams, Smartsheets and Raiser’s Edge a plus
* Ability to learn new technologies quickly and assist with user adoption and support
* Flexible to meet changing and dynamic aspects of donor fundraising.
* Must be committed to maintaining confidentiality of all proprietary and/or patient information
* Must be able to work a flexible schedule to meet deadlines
* Planned Parenthood seeks candidates who have experience working with diverse populations
* Candidates who can effectively communicate in two or more languages, preferred
* A commitment to Planned Parenthood of Central and Western NY (PPCWNY)’s mission, vision and values along with a commitment to providing services to a diverse range of clients and to the goals of PPCWNY is essential
* Proven success in securing individual gifts including annual fund support, major and planned gifts. Demonstrated skills in effective relationship management with mid-level supporters
* Knowledge of and compliance with the Fundraising Code of Ethics
* Ability to qualify potential donors that represent the highest giving potential for the organization
* Ability to create strategic plans for each donor including: reasonable financial goals based on the donor’s giving and capacity, cultivation and stewardship steps
* Ability to create a personal contact and ask plan that considers the individual donor’s interest, motivations, giving patterns and ask preferences
* Written and verbal communication skills including the ability to investigate, interpret, advice, compose, persuade, arbitrate, and autonomously determine conclusion, prepare compelling proposals for individuals and funding organizations
* Must have ability to safeguard confidential and sensitive donor and organizational information
* Ability to form relationships with Board members and leadership volunteers to cultivate, solicit and steward new donors
* Be familiar with relevant technologies and how they can be used in support of communicating, engaging donors and volunteers in activities, and measuring results
* Ability to manage process, deadlines, and budget while adhering to the policies and procedures of the organization and ability to get along with peers, subordinates, volunteers and management
* Maintain a positive and constructive attitude while solving problems
* Demonstrates a commitment to respecting and learning about the cultural differences, backgrounds, historical traumas, and intersectionality of all colleagues, clients, customers, and vendors
* Planned Parenthood seeks candidates who are proficient in two or more languages

**WORKING CONDITIONS**

* Standard office environment
* Well-lit/ventilated

**PHYSICAL REQUIREMENTS**

* Possess sufficient mobility to perform the Essential Functions listed in this Job Description with or without an accommodation
* Ability to travel to all agency locations and donor/prospect locations as assigned

**PLEASE NOTE**

This job description is not designed to cover or contain a comprehensive listing of all working conditions or physical requirements that are required of the employee for their job. Working conditions and physical requirements may change at any time with or without notice.

*Planned Parenthood of Central and Western New York is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity or expression, age, protected veteran status, or status as a qualified individual with disability.*

Employee Signature Date

Human Resources Signature Date