

# Manager of Individual giving

Salary

**Job Status:**

Full Time

**Maximum Salary/Hourly Rate:**

\$50,000.00

## **About The Bicycle Coalition of Greater Philadelphia**

Through advocacy and education, the Bicycle Coalition of Greater Philadelphia (BCGP) leads the movement to make bicycling safe and fun for anyone who wants to ride in our region. Our 2030 vision is that anyone in Greater Philadelphia can enjoy a safe and funbike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. Bicycling has become an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region. We believe that people from all racial and economic backgrounds should have access to safe, healthy and affordable transportation options in the communities where they live, work, learn, and play. Our team works every day to create a world-class bicycling city and region by becoming an organization and leading a movement that represents the diversity of the communities we serve.

The gift officer will develop and execute an ongoing strategy for qualifying mid-level donors to ensure retention, growth of donor contributions as well as renewal from previous donors. This position works collaboratively with other departments and partners with development staff to create customized solicitation strategies matching the objectives of the organization and interests of the donor/prospect.

## **RESPONSIBILITIES**

**Prospect Development:** Implements programs/activities to identify, cultivate, solicit and steward donors at the \$250 level or higher, with an emphasis on maximizing revenue. Works with community Board members and other leadership volunteers to identify, cultivate, solicit and steward appropriate donors. Updates donor records in salesforce database following donor contacts.

**Relationship Development:** Develops ongoing relationships with assigned donors for the benefits of the Bicycle Coalition. Accountable for cultivating relationships for individual fundraising.

**Fundraising Targets and Portfolio Management:** Manages an assigned portfolio of donors and prospects with intent to form deep relationships. Maintain database on current donor opportunities and prospects for specific donor giving circles. Responsible for minimum annual fundraising goal tied to segmented or blended portfolio as specified in performance standards, including both renewable gifts and new incremental revenue. Develop donor management plans for the entire portfolio resulting in strategic, knowledgeable and complex asks. Personally solicits assigned donor portfolios through face to face visits, or zoom, including preparation of personalized materials. Set appointments for Development Director and Executive Director to meet with current and prospective donors when applicable. Draft and produce appeal/renewal and acknowledgement letters.

## **QUALIFICATIONS**

- Education: Bachelor's degree or equivalent experience required.

- Minimum 3 years sales and/or fundraising experience required.
- Proven experience in developing strategies for donor retention growth and recapture and proven success with complex requests is desirable.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Ability to be proficient about all Bicycle Coalition programs
- Ability to write and speak in a professional, friendly and accurate manner.
- Ability to stay calm and collected in challenging situations.
- Problem solving skills, creativity, flexibility and self-motivation.
- Experience bicycling, walking or using public transportation in Philadelphia.
- Familiarity with the City of Philadelphia and surrounding counties and its layout
- Willingness to visit any Philadelphia neighborhood on foot, bicycle or by public transit.
- Commitment to following traffic safety laws and using all appropriate safety gear including helmets, reflective material, etc.
- Proficiency with Microsoft Office and Salesforce applications.
- Previous nonprofit experience.

### **SKILLS AND ABILITIES**

Ability to relate well and work effectively with multiple constituencies and audiences. Excellent verbal and written skills. Knowledge of office systems, and fundraising database systems (e.g., Raiser's Edge, Salesforce.com). A team player committed to developing and working within a collaborative environment and to ensuring the highest customer service orientation.

Travel: Requires frequent travel within the Region. The amount will vary depending upon size and geography of the region. May include sitting for long periods of time, driving a vehicle and working under challenging conditions. A current valid driver's license and good driving record is required.

### **REPORTING RELATIONSHIPS AND WORK ENVIRONMENT**

The Manager of Individual Giving reports to the Development Director

### **APPLICATION INSTRUCTIONS**

**All interested candidates should send the following to [search@bicyclecoalition.org](mailto:search@bicyclecoalition.org) by Monday April 18<sup>th</sup>:**

- An up-to-date resume (no longer than 2 pages)
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit for the gift officer role. Be sure to relay your story, and not just your professional attributes.
- References will be requested as the hiring process moves forward.
- Email subject should read: "[last name] Gift Officer application"

We thank all applicants; we will contact only those selected for interview

**Individuals who identify as Black, Indigenous, or Person of Color are strongly encouraged to apply.**

**\*\*\*As a condition of employment with The Bicycle Coalition of Greater Philadelphia you are required to provide proof that you are fully vaccinated for COVID 19 or qualify for an exemption. Accordingly, employment is conditioned on providing proof of vaccination or having an approved exemption prior to starting employment.\*\*\***

*The Bicycle Coalition is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex or age.*