



## Manager of Donor Relations

Denver, CO

Please use [Google Chrome](#) or [Mozilla Firefox](#) when accessing Candidate Home.

*By joining the American Red Cross you will touch millions of lives every year and experience the greatness of the human spirit at its best. Are you ready to be part of the world's largest humanitarian network?*

### **Job Description:**

As our Manager of Donor Relations in Denver, you will identify, engage, cultivate, solicit, and steward current and prospective donors in expanding their financial support of the work of the American Red Cross. You will be responsible for meeting an annual revenue target by working with an assigned portfolio of donors (individual and foundations) and prospects to advance the mission of the organization and assist donors in creating meaning in their lives through giving to the American Red Cross.

### **Responsibilities**

1. **Strategy:** Develops and executes ongoing strategy for qualifying donors to ensure retention, growth of donor contributions as well as recapture from previous donors. Works collaboratively with other departments and partners with development staff at the National Office to create customized solicitation strategies matching the objectives of the organization and interests of the donor/prospect.
2. **Fundraising Targets and Portfolio Management:** Manages an assigned portfolio of donors and prospects with intent to form deep relationships. 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 entire portfolio resulting in strategic, knowledgeable and complex asks. Personally solicits assigned donor portfolio through face to face visits, including preparation of personalized materials. Revenue target may increase due to major domestic disasters.
3. **Prospect Development:** Implements programs/activities to identify, cultivate, solicit and steward donors at the \$2,500 level or higher, with an emphasis on maximizing revenue for the American Red Cross. Works with community Board members and other leadership volunteers to identify, cultivate, solicit and steward appropriate donors. Identifies potential planned giving prospects among assigned donors and partners with Region's assigned Gift Planning Officer to solicit those prospects. Updates donor records in region and/or district database and Salesforce.com following donor contacts.
4. **Relationship Development:** Develops ongoing relationships with major donors for the benefits of the American Red Cross. Accountable for cultivating relationships for individual fundraising, organizational fundraising or both as outlined below:
  - a. **Individuals:** Cultivates relationships with individual donors personally and by supporting volunteer leaders in peer-to-peer outreach, (if appropriate) using giving societies such as the Tiffany Circle Society of Women Leaders as a key program.
  - b. **Organizations:** Cultivates, solicits and stewards support from corporations and foundations to meet annual fundraising goals within their Regions. This includes assisting corporations in achieving their goals in strengthening their brand, marketing, and employee engagement by being proficient at clearly articulating Red Cross programs, listening to corporations' needs

and aligning programs to their interests, preparing grant proposals, and engaging foundation staff and foundation board members to cultivate and solicit support for the American Red Cross.

5. **Other:** Participates in disaster relief fundraising projects as appropriate. May oversee and have responsibility for staff development.

### *Qualifications*

**Education:** Bachelor's degree or equivalent experience required. Advanced degree highly desirable.

**Experience:** Minimum three 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 required.

\*LI-CF1

*Apply now! Joining our team will provide you with the opportunity to make a difference every day.*

*The American Red Cross is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic protected by law.*

The American Red Cross is a diverse nonprofit organization offering its employee's professional development and growth opportunities, a competitive salary, comprehensive benefits, and a collaborative team spirit environment. To be considered for this position, please visit [https://americanredcross.wd1.myworkdayjobs.com/en-US/American\\_Red\\_Cross\\_Careers/job/Denver-CO/Regional-Philanthropy-Officer\\_RC11541](https://americanredcross.wd1.myworkdayjobs.com/en-US/American_Red_Cross_Careers/job/Denver-CO/Regional-Philanthropy-Officer_RC11541) to apply.

To view the EEOC Summary of Rights, click here: [Summary of Rights](#)

[Apply with LinkedIn](#)

- Posted 2 Days Ago

Full time

## About Us



As one of the nation's premier humanitarian organizations, the American Red Cross is dedicated to helping people in need throughout the United States and, in association with other Red Cross networks, throughout the world. We depend on the many generous contributions of time, blood, and money from the American public to support our lifesaving services and programs. At the American Red Cross, you will enjoy a collaborative work culture committed to the diversity of our people, programs, and services. We need people who want to contribute their individual talents to help their neighbors locally, across the country, and around the world. Whether you're a recent graduate or an experienced professional, if you share our passion for helping people, join us in for a rewarding and challenging career opportunity that support our mission.