

CASA of Central Texas, Inc.

POSITION DESCRIPTION

Title: Donor Relations Associate Manager
Status: Exempt / Full-time (40 hours per week)
Schedule: M-F with occasional evenings and weekends
Reports to: Director of Development
Location: New Braunfels, TX or San Marcos, TX. Frequent travel within the Central Texas area utilizing your privately-owned vehicle (mileage reimbursed).

ABOUT US:

We envision a world where every child thrives in a safe, stable, loving home. CASA of Central Texas (Court Appointed Special Advocates) provides high quality best interest advocacy for children and youth in the child welfare system. We train and empower community volunteers to ensure children's needs are met and their voices lifted. We commit to strengthen the connections and well-being of children in foster care, one family at a time. CASA of Central Texas is a 501(c)(3) non-profit organization that has been in operation since 1985. In 2022, we served 562 children (65% of children in care) with 255 volunteers in Caldwell, Comal, Guadalupe and Hays Counties.

VALUES & PRIORITIES:

CASA CenTex core values include advocacy, dedication, compassion, support, integrity and relationship. Our strategic priorities focus on engaging community partners and stakeholders to build strong relationships; improving workforce stability and retaining operational knowledge; strengthening business practices for efficiency and effectiveness; and proactively marketing our organization to build and grow within our service area.

JOB SUMMARY:

The Donor Relations Associate Manager is a key role on our development team as it contributes to the agency's fiscal health and deepens trust and confidence from the community. Following donor-centered philanthropic practices, this role cultivates donor and funder relationships to maximize financial gifts provided through various avenues to pursue personal values by supporting CASA's work. The Donor Relations Associate Manager is responsible for curating a universal giving experience that exemplifies simplicity and sophistication.

This position works closely with executives and staff, requiring cross-departmental collaboration. To succeed in this position, candidates should be resourceful, creative, analytical, adaptable, and organized with the ability to build rapport with donors, vendors, and all levels of our team. Exceptional communication, computer, and problem-solving skills are essential. The ideal candidate will be a professional contributor to fundraising, administration, communications and

relationship building; have a passion to share the CASA mission; love data, design, and analysis; and enjoy both behind-the-scenes work and public relations.

QUALIFICATIONS:

- Bachelor's degree in Business, Marketing, Communications, Public Administration or related field.
- 2 years of relevant work experience in fundraising, donor relations or database administration.
- Proficiency in design, communications, and database applications such as Canva, Classy, Constant Contact and Donor Perfect.
- Proficiency with core social media platforms including in a workplace setting.
- Strong team management with organization, delegation, and leadership skills.
- Experience working in a non-profit organization is preferred.

ESSENTIAL JOB FUNCTIONS:

Donor Relations:

- Execute a diversified annual fund development plan to utilize best practices cultivating donor relationships and steward donors from multiple sectors, such as corporations, churches, civic organizations, and individuals.
- Serve as the primary manager or provide back up support for the donor database including its infrastructure, protocols, data entry systems, gift processing, report writing and reconciliation.
- Process and enter (or provide back up support) all income/gifts for the Development office and work closely with the Accounting staff to reconcile reports and ensure the integrity of the donor database.
- Conceive, design and implement donor appeals including developing content and creating materials for giving campaigns, donor re-engagement, donor acknowledgment and social media posts.
- Lead campaign and donor cultivation events such as the End-of-Year, Amplify Austin, and Big Give campaigns.
- Develop content and create materials for development-related communications, including the newsletter columns, annual impact report, and direct mail.
- Solicit and coordinate volunteer help with direct mail projects as well as donor appeals and development-related communications.
- Actively participate in internal and external meetings including donor fairs at workplace giving sites, presentations, and community events.
- Explore and pursue new funding opportunities and development strategies from a broad range of sources to preserve a level of giving excitement and discourage giving fatigue.
- Establish baseline measurements; track, report and analyze data to achieve organizational objectives and fundraising effectiveness.
- Foster relationships with prospective and existing donors by offering support and answering inquiries.
- Coordinate volunteers for campaigns, outreach and communications.
- Build strong connections and relationships with both new CASA connections and existing connections.

- Be aware of the unique volunteer and funding needs of CASA.
- Be strategic and compassionate in following-up and re-engaging people to both achieve the CASA mission and provide fulfillment and personal satisfaction for those interested in supporting and servicing the CASA mission.
- Identify talents and resources through CASA connections that could be solutions to needs or wishes.
- Ask people to serve and give in order to serve the children and family of CASA.

Fundraising Events:

- Participate in committees for fundraising events including the Dinner & Auction, CASA Superhero Run and the CASA Classic Golf Tournament as well as other donor cultivation, donor appreciation and third-party events.
- Create and design sponsor packages and recognition.
- Represent CASA at events as a public speaker and organizational ambassador.

Other:

- In accordance with team philosophy, perform other related duties as may be requested by the Director of Development and CEO.
- Maintain confidentiality of CASA clients, volunteers, staff and donors; protect confidentiality by being aware of information in workspace and of persons who can hear confidential conversations; utilize locking enclosures for paper and electronic information.
- Participate in minimum 12 hours annual self-development training; attend advocate trainings, advocate recognition events and court hearings periodically.
- Attend conferences and workshops, meetings and events as requested.
- Participate in fundraising initiatives, projects and events, as requested.
- Assist in community education and raising awareness about the CASA program.
- Demonstrate and champion alignment with CASA vision, mission, & values in daily work.
- Travel to/from CASA offices located in New Braunfels and San Marcos; travel in 4-county service area; and occasional travel to other locations.
- Knowledge, Skills, and Abilities: Proficiency in MS Office (Word, Excel, Outlook). Experience with donor database (Donor Perfect). Exceptional understanding of philanthropy as it relates to the not-for-profit field and extensive knowledge of central disciplines of resource development. Strong project and process management, attention to detail, and clerical skills. Advanced skills in creative design software and databases. Ability to manipulate a large amount of data. High attention to detail and accuracy. Comfort with tasks ranging from daily routine to specialized. Ability to be flexible and multitask. Excellent people skills with the ability to partner with a dynamic leadership team. Strong interpersonal, written and verbal communication skills. Patient and adaptable approach, working with cross-disciplinary teams in a collaborative style. Ability to work independently, be goal-oriented with initiative, and handle multiple priorities, task and deadlines. Ability to work in sensitive situations, with sensitive information, and maintain confidentiality.

Work Environment and Physical Demands:

- Prolonged periods of sitting at a desk and working on a computer. Reach with hands and arms. Stand, walk, sit; use hands to finger, grasp, handle, feel or operate objects, tools or controls; and speak, hear and read. In-office and out-of-office public contact. Occasionally required to kneel, bend and crouch. Occasionally lift and move up to 20 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. Subject to the usual interruptions associated with providing friendly service and performing multiple duties; respond courteously and professionally; operate typical business office equipment; duties normally provided in surroundings where undesirable physical conditions and hazards are minor and controllable.
- Sometimes required to attend off-site functions and will be required to provide own transportation (mileage reimbursed).
- Business appearance and proper grooming/hygiene required and determined by professional situation. i.e. Business casual, Business professional, cocktail/black tie, etc.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received, read, and understand this Position Description for Donor Relations Associate Manager. I hereby certify that I have the ability and I agree to perform this job to the best of my abilities, the functions and duties described herein, with or without reasonable accommodation. I understand that this document does not constitute an employment contract or alter my "at-will" employment status. I further understand that the duties and responsibilities described herein are subject to change or modification, as determined by management, and that I am responsible for performing any job duties, or other tasks, and responsibilities that may be assigned, and/or directed by management.

Employee Name, Print

Signature

Date