



Job Posting  
Hamilton/Burlington SPCA  
Manager of Individual Giving & Donor Engagement

Position: Manager, Individual Giving & Donor Engagement  
Position: Full -Time Monday to Friday, Weekend, and evening availability  
Location: Hamilton – Office/Shelter  
Date Posted: Monday June 20, 2022  
Date Closes: Open

The Hamilton/Burlington SPCA (HBSPCA) is a leader in animal welfare in the Golden Horseshoe and one of Ontario's most progressive animal welfare agencies. Our aspiration is keeping pets and their people together. Service to community supports pet parents, delivers early intervention for pet health and wellness where pet families live, and is guided by the benefits of the human animal bond.

The HBSPCA is a not-for-profit animal welfare organization largely supported by donors and friends of the animals. Relations with donors are of top importance; donors make miracles happen every day for animals in the community and in care.

### **The Position**

The Manager of Individual & Donor Engagement is responsible for identifying, developing, and stewarding individual donors within our giving strategy. The Manager will be an excellent people person. You will understand, build, and boost relationships to advance the mission of HBSPCA. The Manager is responsible to design and execute individual and group engagements that will enhance the financial health of the organization through the areas of individual giving including but not limited to direct marketing/annual giving, monthly giving, giving Tuesday, tribute programs (In Memory/In Honour).

Reporting to the Director of Giving and Community Partnerships you will be responsible to support and work collaboratively with the Development Team.

This job is right for you if:

- You enjoy working with the community and creating long lasting relationships.
- You enjoy a challenge.
- You really enjoy being creative and thinking outside the box.
- You enjoy being part of a dynamic team.
- You have exceptional organizational and prioritization skills with high attention to detail.

As the successful candidate, you will bring your “can do” attitude to fulfill the following responsibilities:

**Relationship Development:**

- Develop and implement strategies to grow annual revenue from individual giving programs including but not limited to monthly, annual campaigns, major giving, legacy giving, tribute programs (in memory/in honour), general donations, and digital fundraising
- Achieve the annual budget targets agreed for all areas of individual giving
- Prepare detailed income and expenditure reports for each area of activity, and interpret data to measure effectiveness and return on investment
- Assist the Director with preparing the annual budget. Prepare quarterly forecasts for individual giving income and report monthly on performance against targets
- Provide expertise and guidance on all matters relating to gift aid, including maximizing income and work closely with the finance team to ensure gift aid declarations are accurately made and stored
- Explore and test new methods for donor recruitment and to increase donations
- Build relationships with existing and prospective donors through regular in-person contact, supported by phone call, letters, surprise and delight gifts and emails
- Develop, communicate, manage, and analyse all appeals, campaigns, online giving initiatives and work collaboratively with other departments to advance fundraising goals
- Working with Senior Manager of Data, oversee Customer relationship management (CRM) database, including gift processing, fulfillment of donor benefits, gift recognition, donor correspondence and mailings
- Working with Senior Manager of Data to ensure all data is updated and accurate for donors (daily), and identify data insights and information to re-engage lapsed patrons and supporters
- Train, motivate, supervise, and retain volunteers for: data entry, donor outbound calling, tribute gift program, donor experience program, and monthly donor program, all supported by Manager of Volunteer Services.)
- Work with consulting agencies to develop brand, communications, brand, and promotions for individual giving programs at HBSPCA.
- Identify and develop strategies and implement plan for special campaigns (for example, year end appeals, Giving Tuesday, #BettyWhiteChallenge etc.)
- Generate charitable tax receipts, special communications and one to one strategy, to encourage engagement
- Host donors and prospects at HBSPCA, outside of regular office hours
- Create and execute strategies around customized donor engagement, stewardship, and recognition tactics to support exceptional donor experiences, retention, and growth with a strong focus on annual, monthly, and mid-level donors
- Develop and execute best practices and procedures for individual gifts i.e. gift receipting, thank you letters/calls (supported by Senior Manager of Data & Systems)
- Prospect research and identification of current and potential annual, monthly, mid-level and major gifts
- Design and oversee best practices, tactics and stewardship strategy that support and boost donor engagement
- Formulate and implement donor-centred cultivation strategies and develop proposals, personalize case for support presentations and prepare other communication materials as required

- Design, adapt, oversee, and execute key administrative components of individual giving & donor experience
- Provide insight on areas of opportunity for leveraging current relationships and to remain continuously alert on potential issues or concerns as they relate to internal and external stakeholders including, but not limited to staff, internal stakeholders, donors, external stakeholders, and cross-functional groups
- Prepare correspondence emails, minutes, reports, and presentations.
- Organize and maintains files for director or CEO and all board related material which may include but not limited to correspondence emails, minutes, reports, and presentations.
- Coordinate policy & procedural training documents
- Accountable for other small projects as required to support the director or CEO in execution of his accountabilities
- All other duties as assigned.

If you are passionate about applying your knowledge, skills, and experience to make a tremendous difference in your organization and expand your career growth, then this role is for you! Please send your letter of interest, resume with salary expectations in confidence to [careers@hbspca.com](mailto:careers@hbspca.com)

### **Requirements**

- Must have a valid driver's license
- Employment conditional on ability to work around pet companions
- Agree to and submission of a clean Police Check
- All employees and volunteers are required to be fully (COVID) vaccinated

The HBSPCA offers paid vacation, extended health care benefits and a pension plan with matching contributions.

The HBSPCA is an equal opportunity employer and supports workforce diversity. We welcome and encourage applications from individuals with diverse backgrounds and lived experiences, as well as individuals of all abilities. Should you require accommodation during the recruitment process, please contact the shelter.

We thank all applicants for applying, however, only qualified candidates selected for an interview will be contacted.