

VOLUNTEER LEGAL SERVICES OF CENTRAL TEXAS

Annual Giving and Donor Relations Manager

Founded in 1981, Volunteer Legal Services of Central Texas (“VLS”) is dedicated to helping individuals and families access the civil justice system. Our vision – *poverty is not a barrier to justice* – fuels our two-fold mission: 1) to match those in need with attorneys who provide pro bono legal assistance and 2) to recruit, train, and support a growing network of pro bono volunteers. Every year, VLS helps approximately 8,000 Central Texans with civil legal matters and our attorney volunteers donate more than 15,000 hours of free legal services - a value of nearly \$4,000,000 to the community.

POSITION OVERVIEW

Reporting directly to the Executive Director, the Annual Giving and Donor Relations Manager is responsible for developing, planning, executing, and evaluating a comprehensive full-cycle Annual Giving Program to increase participation and long-term financial growth from individual donors giving up to \$5,000. The Annual Giving and Donor Relations Manager will collaborate with the Board of Directors and Development Committee to meet annual revenue goals, with primary focus on donor identification, cultivation, solicitation, and stewardship; special events; and communications.

KEY RESPONSIBILITIES

Gift Processing and database management (25%)

- Develop and maintain efficient systems for database cleanup, data entry, gift processing, and relationship management.
- Oversee the daily operation of the donor/prospect database (eTapestry).
- Generate regular, reports for ED, Board/Development Committee, and ensure accuracy and integrity of data.

Fundraising (60%)

- Develop and lead a comprehensive annual appeal program to identify, cultivate, solicit, and steward annual gifts.
- Manage annual fundraising appeals, including strategies to incorporate e-campaigns, giving societies, focus on recurring and new donors, and increasing average gift amounts.
- Collaborate with ED to design a strategy and message, develop and produce targeted donor solicitation lists.
- Collaborate with Pro Bono Volunteer Coordinator to leverage volunteer relationships to expand the scope of VLS’s annual fundraising efforts.
- Communicate directly with donors by telephone and email to ensure timely receipt of gift pledges, follow up on invitations to special events and as assigned by ED, thank you/stewardship calls.
- Create and update collateral materials to support gift cultivation, solicitation, and stewardship activities.

Special Events/Communications (15%)

- Coordinate logistics for three annual donor appreciation and engagement events.
- Assist with event promotion strategies through agency website, event advertising, social media, and high-quality promotional materials.
- Plans, writes, and sends personalized letters, direct-mail appeals, and e-solicitations to target groups.

EXPERIENCE AND QUALIFICATIONS

- Bachelor’s degree.
- Three or more years of relevant nonprofit fundraising experience.
- Exceptional writing and editing skills.
- Willingness to adjust schedule as needed to meet demand of job.
- Strong organization, multi-tasking, attention to detail, research and analytical skills.
- Highly motivated with ability to work independently and to problem-solve.
- High-level knowledge of computer programs including Microsoft Office applications, fundraising software, and database applications.