



Title: Annual Giving Coordinator
Reports to: Senior Director of Development

Position Summary:

Reporting to the Senior Director of Development, the Annual Giving Manager will support the AMFS advancement office by designing, implementing, and evaluating a comprehensive strategy for the identification, cultivation, solicitation, and stewardship of annual contributors, with a focus on the Annual Fund. This individual will also manage a personal portfolio of mid-level donors and prospects (\$1,000 - \$4,000).

Key Responsibilities:

- Develop a plan for the AMFS Annual Fund, setting clear goals, objectives, and action steps that will result in increased unrestricted contributions to the organization from a variety of donors, both within and outside the AMFS's traditional funder base
- Organize and lead the AMFS's direct mail and e-appeal programs, working closely with the Senior Director of Development to develop, implement, and coordinate strategies and appeals focused on donor retention, lapsed donor recapture, and new donor acquisition
- Manage a personal portfolio of approximately 125 mid-level individual donors and prospects, ensuring that these supporters are regularly cultivated, solicited, and recognized
- Work with the Donor Stewardship Manager to create mailing lists as well as donor recognition lists for the AMFS's website and program book
- Lead the creation of annual giving brochures, e-newsletters, thank-you postcards, and other fundraising collateral pieces, in both print and digital form, working with the Marketing and Communications department as needed
- Design, test, and execute broad strategies that engage mid-level donors, including but not limited to specialized solicitations, stewardship communications, volunteer opportunities, and online involvement
- Oversee other annual giving campaigns and special projects, including but not limited to Winter Music, ArtistYear, and monthly recurring giving options
- Serve as the primary staff person overseeing The AMFS Salon, working closely with the Vice President for Advancement, the Events Manager, and the steering committee
- Work with the Senior Director of Development in the creation of annual budgets and an annual solicitation and communications calendar for the department
- Research and stay current on annual giving best practices to identify opportunities for improvement and greater efficiency
- Regularly utilize the department's constituent relationship management software to create and maintain proposal tracks, action steps, relationships, and notes to document progress
- Attend regular department meetings, AMFS staff meetings and events, and participate in working groups and on committees as needed
- Other duties as assigned

Qualifications and Requirements:

- A Bachelor's degree is required
- Two to three years of experience in nonprofit fundraising with a focus on annual giving is preferred
- Excellent interpersonal and professional writing skills, including the ability to actively listen and interact with donors, volunteers, community and staff
- Excellent planning skills and a proven ability to assess priorities and manage a variety of complex activities simultaneously

- Ability to take initiative and function independently and as part of a team
- Willingness to work in an environment that encourages consensus building, teamwork, collegial decision-making, and accountability for results
- Demonstrated experience with donor management software (Raiser's Edge preferred) and a comfort level with Microsoft Office software
- A commitment to the AMFS's core mission and work
- Willingness to work evenings and weekends, especially during the summer season, is required

To Apply:

Submit a cover letter and resume to Lenor Leeds, Senior Director of Development, at lleeds@aspenmusic.org. Applications will be considered on a rolling basis.