

## **EMERGE**

### **Director of Individual Giving**

#### **The Opportunity:**

In the United States, only 25% of high-achieving students from low-income communities apply to the nation's most selective colleges and universities. At EMERGE, we believe that talent is universal, but opportunity is not. Grounded in this belief, EMERGE empowers and prepares high-performing students from underserved communities to attend and graduate from selective colleges and universities across the nation.

The successful candidate will be a results-oriented individual with superb organizational and analytical skills, collaborative instincts, and strong innovation, creative thinking, and communication skills who will develop and execute effective individual giving fundraising strategies for EMERGE. Candidates who are passionate about the opportunity to effect meaningful change in the lives of thousands of high-performing students from income-constrained communities and the next generation of leaders are encouraged to apply.

#### **The Role:**

It is particularly an exciting time to join the EMERGE team as we embark on a five-year strategic plan kicking off in August 2022! EMERGE has experienced accelerated growth over the last five years, and we are positioning ourselves to be the leading national college access organization that will serve over 5,000 students annually by 2027. With this level of growth, the need to enhance our fundraising strategy and increase local and national funding opportunities has become more critical. Reporting to the Managing Director of Development, the Director of Individual Giving will define and execute the strategy to increase annual, mid-level, and major gifts from individual donors to EMERGE helping to build a strong pipeline of future major individual donors.

The Development team is currently responsible for securing more than \$2.5 million in annual support from individual, corporate, events, and foundation sources during the current fiscal year; however, with the implementation of EMERGE's five-year strategic direction, the total fundraising lift will need to increase to \$10M+ annually by 2027 to support our growth.

**Estimated Start Date:** June 6, 2022

**Salary Range:** \$75,000 – \$90,000

**Reports To:** Managing Director of Development

**Location:** Houston, TX (Hybrid)

#### **Key Responsibilities:**

##### **Individual Giving**

- Develop and implement a comprehensive multi-year annual giving fundraising plan to strengthen the individual giving fundraising efforts of EMERGE.
- Create a robust individual giving program that includes thoughtful and segmented solicitation strategies (i.e., renewal gift proposals/campaigns, monthly giving programs, direct mail, digital fundraising campaigns, crowdfunding or peer-to-peer fundraising, etc.) for major, mid-level, and annual individual donors helping to create a moves management system to convert annual/mid-level donors to future \$25K-\$100K+ major donors.
- Serves as a strategic partner, focusing primarily on a long-range plan that will grow donor participation, increase annual giving dollars, and develop a major individual donor pipeline.

- Actively cultivate \$0K-\$10K mid-level donors via meetings (virtual/in-person) and personal calls or emails monthly/quarterly to update them on the impact of their gift, the strategic direction of EMERGE and to deepen their trust, relationship, and affinity with EMERGE.
- Launch a young professionals group to help drive fundraising and exposure for EMERGE with an aim at increasing EMERGE alumni engagement and giving.
- Through meaningful interactions and execution of appropriate relationship building, implement strategies for solicitation that will grow annual individual revenue, working collaboratively with other program areas to advance fundraising goals.
- Regularly researches, qualifies, and in conjunction with MDoD, assigns donors to portfolios for DIG, MDoD, VP and CEO through a defined processes to determine individuals with capacity and propensity.
- Strategically researches and cultivates donors in a variety of ways to identify specific donor interests and deepen their connection to the organization.
- Provide innovative and creative strategies to acquire and retain new individual donors.
- Manage and execute various campaigns and solicitation activities utilizing direct mail, digital channels (online, email and social media), tele-fundraising, virtual fundraising events, crowdfunding or peer-to-peer fundraising, and mobile text giving campaigns.
- Write and develop compelling solicitation materials and donor appeals for giving campaigns
- Analyze and report on data analytics of direct mail campaign performance, giving patterns for renewals, retention, upgrades, and acquisition of new donors.
- Identify and explore pathways to further engage donors and expand donor participation.
- Maximize donor data and wealth screening to identify current individual donors who may be cultivated for increased giving.
- Work with donor champions and pursue other opportunities to identify and cultivate prospective donors.
- Work with the Senior Manager of Special Events & Stewardship to define the organization's approach to donor tiers and related perks.
- Track annual and multi-year individual pledges. Work with the Senior Coordinator of Development Operations to create monthly/quarterly fundraising reports and/or dashboards highlighting donor retention, attrition, and acquisition.
- Monitor industry best practices, trends and new technologies to propose innovative fundraising strategies and tactics.

#### Mentor Program + Volunteer Management

- Manage and coordinate the EMERGE Mentor Program ensuring a streamlined approach to the recruitment of mentors and students, creating buy-in from key staff and meaningful engagement opportunities to deepen mentors' affinity for EMERGE.
- Create parent engagement plan to ensure parents feel bought into the program and are aware of program elements and benefits.
- Create monthly/quarterly comms plan to ensure mentors feel engaged, supported, and equipped with info to effectively mentor students.
- Streamline recruitment and matching process for students/mentors.
- Professionalize mentor program materials and overall program.
- Define a volunteer strategy to engage donors and prospects in our work. Work in collaboration with the program team to create a volunteer program model that would help build a pipeline of dedicated volunteers and strengthen donor relationships.

#### The Person:

##### Relationship Builder

- Understands the power of intentional and meaningful relationship building with external stakeholders in order to build credibility and drive outcomes

- Builds trust with team and the broader team to foster a collaborative culture and culture of philanthropy to produce stronger outcomes as a result

#### Data- and Results-Driven

- Exceeds fundraising goals and strategizes and develops action plans and deploys team to go above and beyond; relentless in the pursuit of increasing individual gifts
- Utilizes and analyzes donor data and giving behaviors to drive fundraising strategy

#### Storyteller

- Ability to effectively tell the EMERGE story through various platforms
- Ability to craft a narrative that is both informative and emotional
- Excels at the art of writing overall

#### Strategic Thinker & Problem Solver

- Asks the right questions and creates innovative solutions to drive change and increase results
- Foresees and addresses challenges and opportunities within the revenue model and actively seeks resources to create out-of-box solutions
- Demonstrates high level of initiative and independence to achieve aggressive revenue goals and takes a forward-thinking approach to identifying new opportunities to enhance fundraising
- Strong understanding of data and ability to analyze outcomes in order to drive strategic thought processes
- Listens to understand and create solutions

#### Time Maximizer

- Meet professional obligations through efficient work habits such as meeting deadlines, honoring schedules, coordinating resources and meetings in an effective and timely manner and demonstrate respect for others
- Self-starter, anticipates needs and able to take initiative when necessary
- Conscientious about priorities, display good time management and positive attitude

#### Detail-Oriented

- Able to produce high-quality work without error. Has a proven track record of high attention to detail

#### **Ideal Candidate will have:**

- 3-5 years of fundraising experience with demonstrated success in driving and meeting annual fundraising targets
- Bachelor's degree is highly preferred
- Strong base of knowledge of all aspects of fundraising with a strong emphasis on individual giving programs
- Proven ability to lead and motivate a diverse team of volunteers to meet fundraising goals.
- Exceptional oral and written communication skills with an ability to engage and inspire a wide range of audiences
- High energy and passion for EMERGE's mission is essential
- Strong and persuasive written and oral communication skills
- Strong organizational and project management skills; ability to effectively prioritize and meet deadlines
- Proficient in MS Excel

- Experience using DonorPerfect preferred
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside EMERGE
- Strong commitment to diversity, equity, and inclusion
- Expertise in data management, monitoring fundraising metrics, and using data to guide decision making

**Who we are:**

At EMERGE, we live by our Core Values:

- Equity grounds us
- Diversity defines us
- Talent mobilizes us
- Meaningful relationships fuel us
- Results distinguish us

Founded in 2010, EMERGE is a college access organization changing the life trajectories of thousands of students across the Houston area. Since its inception, EMERGE has grown from serving 14 students across four high schools, to serving over 1,600 high school students across five school districts. We also serve over 1,400 college scholars at over 100 selective colleges and universities across the country.

The EMERGE nonprofit is a partner to EMERGE Houston ISD, EMERGE Spring Branch ISD, EMERGE Spring ISD, EMERGE Aldine ISD, and EMERGE Klein ISD.

As EMERGE’s impact has grown, our nonprofit team has grown to over 30 staff members. You will be joining an energetic, passionate team of individuals working to propel Houston’s top talent upwards and onwards.

**What we offer:**

At EMERGE, we aim to enact our core value of “equity grounds us” within our compensation practices to ensure a competitive and equitable salary & benefits package for all employees.

To determine salary; we consider each candidate’s relevant experience, growth potential, and responsibilities within the role, as well equity across similar roles within the organization. **The salary range for this role is \$75,000-\$90,000.**

Our salary bands are established to accommodate growth within the role and varied experience levels at point of hire. Based on historical data, we anticipate most candidates will begin their time at EMERGE at the lower end of the salary band. Yearly increases are based on the impact and scale of your role, along with external market factors.

**Benefits:**

- We offer Medical, Dental, and Vision insurance.
- We provide Short-term and Long-Term Disability insurance, along with Life Insurance.
- We have a 403b plan that employees can opt into.
- Each employee has 27 Paid Time Off days for the year. EMERGE is closed for 18 holidays.

Please Note: EMERGE is currently undergoing a benefits analysis with the goal of enhancing our benefits offerings for all staff and new hires by August 2022.

Please apply to <https://emerge-fellowship.breezy.hr/p/dc2bdc5abeb5-director-of-individual-giving>