



## POSITION DESCRIPTION

**Title:** Annual Giving & Direct Response Manager  
**Department:** Development  
**Supervisor:** Senior Vice President of Major Gifts  
**Status:** Full-Time, Exempt  
**Hiring Range:** \$72,000 - \$81,000  
**To Apply:** Please submit a cover letter and resume to Staci Glass, Senior Vice President of Major Gifts at [SGlass@ronaldmcdonaldhousecnaz.org](mailto:SGlass@ronaldmcdonaldhousecnaz.org)

### **Purpose and Scope**

The Annual Giving & Direct Response Manager leads the planning and execution of Ronald McDonald House Central and Northern Arizona's annual giving and direct response programs to grow sustainable revenue and strengthen donor relationships. This role manages multi-channel fundraising campaigns, including direct mail, email, digital appeals, and sustainer programs, to increase donor acquisition, retention, and lifetime value while ensuring alignment with organizational mission and brand.

This position oversees the full campaign process, including planning, segmentation, content coordination, vendor management, production, and performance tracking. It manages donor renewal, upgrade, and monthly giving strategies and supports key campaigns such as Giving Tuesday and year-end appeals. The role collaborates with internal teams to support in-kind giving, stewardship, and donor recognition efforts.

The position tracks and analyzes campaign performance (including response rate, ROI, average gift, and retention), reports results to leadership, and represents Ronald McDonald House Central and Northern Arizona at donor and community events to build relationships and support fundraising goals.

This position reports to the Senior Vice President of Major Gifts.

### **Essential Job Functions**

- Plan, execute, and manage integrated, multi-channel direct response campaigns, including direct mail, email, and digital fundraising initiatives.
- Manage donor renewal, sustainer, and upgrade strategies to improve retention and increase lifetime value.

- Represent Ronald McDonald House Central and Northern Arizona at donor events, civic and community groups (e.g., Rotary, Kiwanis), and third-party fundraisers to share the mission and build relationships.
- Collaborate with Development and Marketing team members to identify and secure Adopt-A-Room donors.
- Provide personalized stewardship to key donors through thank-you calls and ongoing engagement.
- Coordinate with internal teams and external vendors to develop compelling, donor-centered campaign content and ensure timely production.
- Oversee campaign segmentation, personalization, and performance tracking in partnership with the database administrator.
- Develop and maintain an annual calendar of appeals, campaigns, and stewardship communications aligned with fundraising goals.
- Monitor and analyze key performance metrics (ROI, response rate, average gift, retention) and report results to the SVP of Major Gifts.
- Manage and grow the monthly sustainer (monthly donor) program.
- Support digital fundraising initiatives, including Giving Tuesday, year-end campaigns, and peer-to-peer efforts.
- Coordinate logistics and donor recognition for in-kind campaigns and donation drives in partnership with Development and Operations Teams.
- Ensure all direct response efforts align with Ronald McDonald House Central and Northern Arizona brand standards and messaging.

### **Essential Qualifications**

- Bachelor's degree in nonprofit management, marketing, communications, or related field preferred.
- Minimum of 4 to 6 years of experience in annual giving, direct response fundraising, or nonprofit development. Direct response experience preferred.
- Proven success managing donor acquisition, retention, and renewal programs.
- Experience developing and executing multi-channel fundraising campaigns (direct mail, email, and digital).
- Familiarity with fundraising CRM systems (e.g., Raiser's Edge, Bloomerang, Salesforce) and donor database management.
- Strong project management skills with the ability to manage multiple campaigns and deadlines simultaneously.
- Excellent written and verbal communication skills, including experience developing donor-facing content.
- Experience collaborating with creative teams, vendors, printers, mail houses, and digital marketing platforms.
- Strong analytical skills with the ability to interpret data, evaluate campaign performance, and adjust strategies accordingly.
- Ability to build and maintain strong relationships with donors, vendors, and internal stakeholders.
- Comfortable representing the organization in public-facing and donor engagement settings.

- Collaborative, mission-driven mindset with a commitment to nonprofit service.

### **Additional Skills**

- Knowledge of fundraising best practices, segmentation strategies, and donor stewardship principles
- Experience with integrated print and digital fundraising.
- Ability to manage multiple priorities and meet deadlines in a fast-paced environment.
- Strong problem-solving skills with the ability to identify issues and implement practical solutions.
- High level of professionalism, dependability, and accountability.
- Ability to work independently while also collaborating effectively as part of a team.
- Strong interpersonal skills with a compassionate and service-oriented approach.
- Flexibility and adaptability to changing priorities, processes, and technology.
- Commitment to continuous improvement and process efficiency.
- Commitment to the mission, values, and guest-centered culture of Ronald McDonald House Central & Northern Arizona.

### **Organizational Values**

- Responsibility: Act with respect, accountability, and integrity.
- Teamwork: Work collaboratively as one organization aligned to a shared mission.
- Honesty & Transparency: Communicate and act with ethical integrity.
- Mission Focus: Keep the mission of Ronald McDonald House Central & Northern Arizona at the center of all work.
- Respect: Treat all individuals with dignity and fairness.
- Hospitality: Create a welcoming, inclusive, and supportive environment for all guests and families.
- Relationships: Build and maintain positive, respectful connections.
- Growth & Adaptability: Embrace learning, professional development, and change with a positive attitude.

### **Work Environment and Physical Demands:**

- Office-based role with regular interaction with donors, vendors, staff, volunteers, and community partners.
- Fast-paced, deadline-driven environment requiring flexibility, organization, and strong prioritization skills.
- Prolonged periods of sitting (approximately 50–70% of the workday) with regular computer and desk use.
- Frequent use of standard office equipment, including computer, keyboard, telephone, and fundraising/database systems.
- Visual acuity required for reading, data analysis, electronic communications, and recordkeeping.
- Ability to communicate effectively in person, virtually, in group settings, and by telephone.
- Frequent use of hands and fingers for typing, data entry, and handling documents and campaign materials.

- Occasional standing, walking, bending, reaching, and lifting/carrying materials up to 40 pounds, including event and campaign supplies.
- Occasional attendance at donor events, community meetings, and fundraising activities, which may occur outside of regular business hours.
- Ability to maintain focus, attention to detail, and accuracy while managing multiple projects, deadlines, and fundraising priorities.

### **Compensation & Benefits**

This is an exempt, salaried position. Pay is commensurate with experience. Benefit eligibility is determined based on organizational policy and hours worked.

### **Disclaimer – Other Duties**

This job description is intended to provide a general overview of the responsibilities and requirements of the position and is not an exhaustive list of all duties, skills, efforts, or working conditions. Duties may change or additional responsibilities may be assigned as needed to meet the operational needs of Ronald McDonald House Central & Northern Arizona, including during emergencies, staffing changes, or organizational updates.

### **EEO Statement**

Ronald McDonald House Central & Northern Arizona is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, sex, national origin, age, disability, veteran status, or any other protected status under applicable law.