



POSITION DESCRIPTION

Position Title	Individual Giving and Events Manager
Business Unit	Resource Development
Home Department	Individual Giving
Location	Chevy Chase, MD
FLSA Status	Exempt
Full-Time or Part-Time	Full-Time
Telecommuter Status	Position not Eligible for Telecommuting

Mission

4-H, the nation's largest youth development organization, grows confident young people who are empowered for life today and prepared for career tomorrow. 4-H programs empower nearly six million young people across the U.S. through experiences that develop critical life skills. In the U.S., 4-H serves every county and parish through our network of 110 universities and more than 3000 local offices. 4-H is led by a unique private-public partnership of universities, federal and local government agencies, foundations, and professional associations. National 4-H Council is the private sector, non-profit partner of the Cooperative Extension System and 4-H National Headquarters located at the National Institute of Food and Agriculture within the United States Department of Agriculture.

Position Summary

The Individual Giving and Events Manager leads and coordinates the special event programs for both fundraising and stewardship events, manages the Luminary program, and maintains a list of donor prospects for cultivation, solicitation, and stewardship. As a key member of the Individual Giving team, the Manager will lead all fundraising activities to support National 4-H Council's signature event, the Legacy Awards, to generate income, awareness and engage critical stakeholders. The Manager will also recommend best practices and current trends for current and future events. Additionally, in collaboration with the Senior Director, the Manager will contribute to all areas of the Individual Giving team, including strategy and planning for future events and individual donor growth.

Responsibilities

Special Events Planning and Management Duties

- Lead and coordinate event fundraising for National 4-H Council's annual major fundraising event, the Legacy Awards; lead the planning and execution of the yearly Heritage Club stewardship event.
- Manage relationships with production companies, other outside vendors, and/or venues.
- Establish a corporate sponsorship program with incentives for corporate participation.
- Track and manage Legacy Awards sponsorship deliverables.
- Execute events within budget guidelines and achieve fundraising goals.
- Develop and maintain knowledge of industry trends and best practices to maximize results.
- Develop detailed project plans for all events and share with other teams to ensure a collaborative work environment.
- Participate in developing a strategy for future event growth including, engagement at national industry conferences/conventions, regional and local events hosted by major donors, and others.

Individual and Corporate Solicitation Duties

- Develop event sponsorship materials and proposals.
- Identify and solicit sponsorships, table and ticket purchases, and event auction items and, or work in collaboration with other team members to do so.
- Support the Board of Trustees and/or the Legacy Awards Committee in their fundraising efforts.

- Manage a portfolio of individual donors to cultivate, solicit, and steward to secure new or increase donations.
- Lead the National 4-H Council Luminary Program.

Cross-Organizational Collaboration and Strategic Communications Duties

- Partner with Senior Director, Field and Council Communications to develop cross-functional event plans and to establish roles and responsibilities across departments, specifically to ensure the seamless execution of the fundraising and logistic components.
- Partner with the Corporate and Foundation team to secure sponsorship for current and future events.
- Work closely with the Digital, Creative, and Marketing teams to effectively execute and develop digital media materials and outreach plans for all events.
- Work closely with the RD Operations team to accurately track event attendees, finances, individual donor gifts, and ensure timely acknowledgment.
- Develop a celebrity strategy for special events in collaboration with the Celebrity Marketing and Public Relation team.
- Lead and supervise other projects as required by the Senior Director, Individual Giving, and Events.

Qualifications

- Bachelor’s degree in a relevant field, or the equivalent in work experience
- Must have a minimum of three to five years experience in coordinating highly successful special event programs, preferably in the non-profit sector.
- Must have at least two to four years of corporate and individual fundraising experience, including identification, cultivation, solicitation, and stewardship experience.
- Must have exceptional written and oral communication skills, with the ability to work across various technology platforms, including virtual and video conferencing, collaborative documents.
- Must be able to lead and support a cross-functional team and have strong project management, organizational, and communication skills.
- Proficient in MS Office applications (Word, Excel, PowerPoint, and Outlook) required.
- Proficiency in Raiser’s Edge or similar fundraising/CRM software preferred.
- Must have the ability to interface with all levels of the organization and high level corporate sponsors and individual donors.
- Must be able to perform in a team-oriented environment.

Travel Requirements: Travel may be necessary, up to 10% of the time (local, regional, national, international). Would require travel by air, car, rail.

Position typically has the following Career Ladder:

- Senior Manager
- Development Director
- Senior Development Director
- Vice President, Development

ADA Requirements

This job operates in a hotel and conference services environment. The physical demands described here are representative of those that must be met by an employee to perform the essential functions of this job successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Competencies

Competency	Level (Beginning, Proficient, Advanced, Mastery)
Communications	Advanced
Critical Thinking	Proficient

National 4-H Council is an Equal Opportunity/Affirmative Action Employer.

Initiative & Innovation	Advanced
Collaboration & Teamwork	Mastery
Customer Orientation	Advanced
Business Mindedness	Advanced
Spirit of Diversity & Inclusion	Mastery

Disclaimer

This job description indicates, in general, the nature and levels of work, knowledge, skills, abilities and other essential functions (as covered under the Americans with Disabilities Act) expected of an incumbent. It is not designed to include a or contains a comprehensive listing of activities, duties, or responsibilities required of an incumbent. An incumbent may be asked to perform other tasks as needed.

Revision Date

5.23.2019