



Position: Senior Manager, Annual Giving and Alumni Engagement

Immediate Supervisor: Executive Director
Location: National Office, Toronto
Start date: October 1, 2018

Since 1969, Outward Bound Canada has made it our mission to cultivate resilience, leadership, connections and compassion, through inspiring and challenging journeys of self-discovery in the natural world. A not-for-profit, charitable, educational organization, Outward Bound Canada has challenged over 150,000 Canadians to step out of their comfort zone with our unique outdoor adventures. We pride ourselves on offering transformational journeys that encourage participants to push beyond their limits and discover their true potential.

ABOUT THE POSITION

Come join an extraordinary organization with global reach which is on the verge of celebrating 50 years of life changing programs in Canada and where adventure, creativity, innovation and the ability to profoundly affect the lives of others is a way of life.

The Senior Manager, Annual Fund & Alumni Engagement will play an important role in building on Outward Bound Canada's rich history leading up to its 50th Anniversary. Using our upcoming 50th anniversary as the context, OBC is launching our *Bound for Greatness* campaign that will:

1. Raise sufficient funds to support the strategic and sustainable growth of OBC
2. Raise the profile and awareness of OBC
3. Celebrate our 50th Anniversary through increased alumni engagement

With primary focus on the Annual Fund (unrestricted donations under \$5,000), the Senior Manager, Annual Giving and Alumni Engagement will play a key role in the strategic expansion of OBC's fundraising program, working to actively engage past participants from the organization's 50 year history from across Canada.

The Senior Manager will oversee the engagement activities of alumni, including creating a national alumni engagement plan aligned specifically around the goals and targets of the 50th Anniversary celebrations and the *Bound For Greatness* fundraising campaign. Additionally, the Senior Manager provides stewardship and fosters relationships among various constituencies to increase both volunteer participation and financial support.

DUTIES AND RESPONSIBILITIES

Campaign Planning & Organizational Support:

- Work with the Executive Director and the Director of Corporate and Foundation Partnerships to develop a three year strategy for Annual Giving focusing mainly on the opportunities with Outward Bound alumni.



- Plan, manage, budget, evaluate and expand all broad-based annual giving revenue programs and annual fund initiatives aimed at engaging and securing individual donors below \$5,000 with the ultimate goal of moving these donors toward leadership, major and planned gifts.
- Work collaboratively across the organization to support organizational goals and achieve results.
- Provides support at fundraising events and for fundraising projects as required.
- Attends functions as appropriate to promote OBC to donors and prospects.

Alumni Engagement:

- In collaboration with Outward Bound staff and board, re-engage alumni in support of the goals of the *Bound for Greatness* fundraising campaign and more broadly in the work of OBC.
- Work with Executive Director & Marketing team to develop and execute a 50th anniversary annual fund/alumni giving campaign with a goal to increase current levels of giving from \$175,000 to a minimum of \$500,000 by the close of the *Bound for Greatness* campaign in 2020.
- Support Executive Director in managing Campaign Cabinet initiatives and activities related to Alumni support.
- Identify volunteer opportunities to engage alumni and build connections and opportunities to respond to alumni interests.

Annual Fund:

- Works closely with Philanthropy and Marketing/Communications teams to develop an integrated, multi-channel communications plan designed to enhance and support OBC's broad-based annual giving program, creating donor engagement opportunities beyond those designed for program alumni.
- Organizes annual fund solicitations/campaigns, including timing and nature of appeals, writing copy, working with outside vendors (as necessary) to manage all aspects of production.
- Arranges as necessary, donor visits, meetings, and events and manages stewardship activities to assure regular contact with donors by Executive Director, Cabinet/Board members or other key individuals.
- Manages and coordinates e-philanthropy strategies including online donation forms, e-blast appeals, web and newsletter copy, and third party agents such as Canada Helps and work place giving programs.
- Benchmarks results and prepares reports for the Executive Director, Board, Cabinet and other OBC leaders; keeps current with best practices and giving trends and develops strategies to take advantage of new opportunities to grow effectiveness and efficiency of programs.

SKILLS AND EXPERIENCE DESIRED



- A Bachelor's degree is required; CFRE designation or post-secondary fundraising certificate preferred.
- A minimum of five years of progressively responsible fundraising experience, including a strong documented record of gift solicitation, alumni and volunteer management.
- A track record of building strong community relationships and networking with alumni, donors and supporters.
- Demonstrated ability to design, implement and evaluate a comprehensive program for annual gifts, establishing goals and objectives that translate into annual operating plans.
- Experience with strategic and annual planning, project management and process improvement efforts.
- Analytic and data mining skills are preferred, including an understanding of segmentation and new media marketing.
- Superior interpersonal skills, including the ability to relate effectively with people at all levels both internal and external to OBC.
- Exceptional writing and presentation skills and the ability to effectively communicate to a diverse constituency.
- A results-oriented focus, a driven attitude and an entrepreneurial approach to fundraising and problem solving.
- Excellent verbal and written communication skills and a high level of computer competency in word processing, spreadsheets, donor database software and social media literacy; proficiency in Salesforce is an asset.
- Resilient, adaptable, keen, ready to roll up sleeves.
- Should be committed to a culture of diversity, respect and inclusion; demonstrated ability to build working relationships with people having a wide variety of backgrounds, perspectives, and experiences different from ones' own.
- General knowledge of OBC's mission, purpose, and goals and the role this position plays in achieving those goals.

READY TO APPLY?

Please send cover letter and CV to employ@outwardbound.ca.

Application deadline: September 7, 2018

Outward Bound Canada is an equal opportunity employer. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted. No phone calls please.