POSITION: Advancement and Stewardship Manager  
(Level 5)

SUMMARY

The Manager works directly with the Chief Advancement & Advocacy Officer to help develop and implement the advancement strategies for the organization. Core responsibilities include annually achieving fundraising objectives for the agency, implementing a donor stewardship plan for each donor, preparing for donor meetings, event registration & follow-up and supporting outreach & marketing projects with the team at YWCA Richmond. The Manager ensures every donor, advocate, and volunteer is thanked appropriately using the Blackbaud database, allowing them to realize the impact of their investment. The position will oversee the database management system and the in-kind donation process at YWCA Richmond, ensuring organizational needs are met through the intake and delivery process of in-kind donations from donors to YWCA Richmond. The Manager also ensures the Advancement database is used to develop and maintain authentic relationships with varied constituencies.

DUTIES  
Essential Functions:  
Functional tasks including but not limited to:

Advancement Stewardship:

• Maintains printed materials and follow up for donor meetings and events
• Support the campaign, annual giving, grants, and planned giving initiatives
• Works with the finance team on record keeping, reporting, and reconciliations
• Draft routine correspondence and letters for donors
• Enter and maintain donor gifts, pledges, and data using Blackbaud’s Raiser’s Edge donor database; acknowledge all gifts, pledges, and pledge reminders in a timely manner
• Manages databases for Advancement Office and collaborates with team to communicate regularly about programs, events, and opportunities to join YWCA Richmond’s initiatives
• Update donor records and continuously improve the quality and usefulness of information in the constituent database
• Create stewardship plans for new donors, reoccurring donors, and major donors with the Advancement Team
• Assist in communications to donors, internal tracking, and administration of tax credit program
• Create and manage contact lists and email marketing for YWCA Richmond, including e-newsletters
• Manage the execution of the full annual fund strategy to maximize outcomes
• Develops messaging for monthly e-newsletters and digital media strategy in collaboration with the Advancement & Advocacy team

Event Support:

• Support logistical arrangements for YWCA Richmond events as needed
• Provide administrative needs: including, but not limited to, support honorees, fellows & awardees creating connections to and stewardship plans for women’s leadership programs
• Support event logistics including managing registration and stewardship of participants of the women’s leadership programs
• Support committee preparations for women’s leadership programming
In-Kind Donations:

- Responsible for managing the entire in-kind donation program from intake to distribution
- Work alongside Outreach and Volunteer Coordinator to effectively expand volunteer program
- Manage Amazon wish-lists, donation inquiries and liaison with program team members
- Maintain and manage 3-5 group volunteer opportunities annually
- Manage the Adopt a Family program during the holidays
- Conduct responsive prospect research for faith based and group activities to drive in kind donations to the organization
- Work with volunteers and interns to complete advancement goals

Other duties as assigned by the Chief Advancement and Advocacy Officer

SUPERVISION

This position reports directly to the Chief Advancement and Advocacy Officer and serves at the YWCA Downtown office located at 6 North 5th Street, Richmond, VA 23219.

QUALIFICATIONS

Education:

- Bachelor’s degree or equivalent experience

Experience:

- Previous experience working with databases or Constituent Relation Management (CRM) systems, specifically Blackbaud’s Razer’s Edge
- Demonstrated success in interacting with volunteer leaders, donors, and prospects
- Demonstrated success working in a dynamic, trauma-informed environment with high attention to detail and ability to manage multiple tasks with short deadlines

Skills/ Requirements

- Excellent oral and written communication skills
- Ability to develop and maintain networks and relationships
- Passion for gender and racial equity
- Ability to be flexible and prioritize workflow
- Ability to work with a diverse team
- Close attention to detail with strong organizational skills
- Highly motivated, is a self-starter, and can work independently
- Proficient in Microsoft Office Suite, Outlook, & Adobe Suite
- Knowledge of and commitment to YWCA Richmond’s mission of empowering women and eliminating racism and agency’s vision

This job description in no way states or implies that these are the only duties to be performed by the employee occupying this position. The incumbent is expected to perform other duties necessary for the effective operation of the department.

Demonstrates their understanding of the critical role volunteers play in helping YWCA achieve our mission by providing volunteers the resources and training needed to be successful, offering
meaningful experiences, treating them with respect, and clearly communicating needs and impact of their contribution to the work of the organization.