

CATHOLIC SCHOOLS CENTER OF EXCELLENCE

POSITION DESCRIPTION

Position Title:	Annual Fund Manager
Reports to:	Vice President of Advancement
This position is:	Full time with benefits
FLSA:	Exempt - Executive
Date:	March 2025
Hours hired to work:	40+ hours per week, 12 months

About the Catholic Schools Center of Excellence: The Catholic Schools Center of Excellence (CSCOE) is a 501(c)(3) non-profit organization that was founded in 2015. CSCOE's mission is to increase enrollment by enhancing academic excellence in preschool – 8th grade Catholic schools. When formed in 2015, CSCOE's support focused on schools within the Archdiocese of St. Paul and Minneapolis. Having demonstrated success within the archdiocese, CSCOE's focus broadened in 2022 to encompass all the preschool – 8th grade Catholic schools in Minnesota. Significant growth beyond Minnesota is projected for the future.

Purpose of Position: The Annual Fund Manager is responsible for developing, implementing, and evaluating a comprehensive annual giving program to engage donors and increase philanthropic support. This role focuses on donor acquisition, retention, and stewardship, utilizing direct mail, digital campaigns, personal outreach, and events to grow annual contributions. The Annual Fund Manager collaborates closely with the development team to align efforts with the organization's overall fundraising strategy. **To make the organization scalable to a national level, all roles within CSCOE must heavily leverage advanced technology, especially AI, to do much more for far less in the shortest amount of time possible.**

Duties and Responsibilities:

1. CORE COMPETENCY: Develop and execute a multi-channel annual fund strategy, including direct mail, email, social media, and personal solicitation efforts.
2. CORE COMPETENCY: Manage donor segmentation and targeted appeals to maximize engagement and giving.
3. CORE COMPETENCY: Partner with brand and advancement teams to plan and execute key donor events, including the annual CSCOE Bash, private donor receptions, and other cultivation experiences.
4. CORE COMPETENCY: Collaborate with the brand team to create compelling messaging and donor materials.
5. Leverage technology to a high degree, including but not limited to expertise in engineering AI prompts for maximum productivity and impact.
6. Utilize AI tools to analyze donor activity, enhance messaging, and build annual giving strategies.
7. Build and maintain relationships with annual donors, identifying opportunities for increased engagement.
8. Develop and execute stewardship strategies, including acknowledgment letters, impact reports, and donor recognition events.
9. Partner with leadership and development staff to transition annual fund donors into major gift prospects.

10. Track, analyze, and report on donor participation, campaign performance, and retention rates.
11. Use data-driven insights to refine solicitation strategies and improve fundraising outcomes.
12. Work with internal stakeholders to align annual fund efforts with broader fundraising initiatives.
13. Stay informed on industry best practices and trends to continuously enhance annual giving efforts.

Qualifications

1. Bachelor's degree in a related field (communications, nonprofit management, business, etc.).
2. 3-5 years of experience in fundraising, annual giving, or related nonprofit development roles.
3. Strong understanding of donor cultivation and stewardship strategies.
4. Excellent written and verbal communication skills.
5. Experience managing direct mail and digital fundraising campaigns.
6. Proficiency in CRM software and data analysis tools.
7. Experience with donor segmentation and predictive analytics.
8. Familiarity with Salesforce
9. Knowledge of nonprofit fundraising trends and best practices.
10. Ability to work both independently and collaboratively.
11. Be familiar with and share a passion for Catholic schools and the mission of CSCOE.
12. Be an entrepreneur, with the proven ability to "think outside the box" in developing unique and innovative approaches to challenging issues and situations.
13. Be self-motivated and highly productive while working without close supervision.
14. Be sensitive to, and appropriately protective of, highly sensitive and confidential information.

Working Conditions

CSCOE is a small, growing and entrepreneurial organization with a passion for Catholic education. We embrace a mindset of servanthood when it comes to helping schools. We listen to schools and strive to not only respond to their expressed needs but also anticipate additional needs and ask schools to seek excellence in all that they do. We seek team members who thrive in a fast-paced environment that fosters critical thinking and creative problem-solving. We are self-starters and we embrace change. We will stop at nothing to enhance excellence in our schools. Our team believes in a high level of collaboration and searches for talent who will embrace change, seek excellence, and provide leadership and inspiration for our school communities. Success in this position will require flexibility in terms of working hours to accommodate evening and weekend activities.

Application

Please send your resume, cover letter, and references to our Associate Director of Advancement Jane Flanders (janevlenders@cscoe-mn.org).