



Peer-to-Peer Fundraising Manager

Title:	Peer-to-Peer Fundraising Manager
Reports to:	Director of Fundraising
Classification:	Regular Full-time; Non-Exempt
Remote Opt:	Yes
Travel:	Up to 15%
Last Revised:	January 2022

JOB DESCRIPTION

Summary/Objective:

The Peer-to-Peer Fundraising Manager will join the development team to help support organizational revenue goals by nurturing existing fundraiser relationships, engaging new fundraisers, maintaining 3rd party fundraising campaigns, and supporting our corporate partnerships team to grow and expand corporate fundraising partnerships. This position will work to scale, expand, and diversify revenue from fundraising efforts and improve our new and existing supporters' fundraising experience by streamlining fundraising processes and developing resources.

Essential Functions:

- Leads peer-to-peer fundraising in traditional, online, and gaming
- Develops and nurtures lasting relationships with fundraising partners and individuals
- Manages online fundraising platform and integration with CRM
- Responds to email and phone fundraising inquiries and registration requests
- Connects with past fundraisers for retention and new activity
- Plans and develops outreach strategies to increase new lead development
- Assists Director of Fundraising in implementing fundraising team's strategic plan
- Supports 3rd party fundraising efforts via platforms such as Tiltify, StreamLabs, Facebook, Instagram, and others
- Collaborates as subject matter expert for fundraising strategies for corporate partnerships team
- Assists with local events as needed relating to fundraisers, for example sporting events, check presentations, school visits, etc.

Competencies Required:

Competency	Description
Communication	Skilled at communicating up, down, sideways, all around...expresses oneself clearly with written, oral, and interpersonal communication.
Problem Solving	Uses logic, with the end result in mind, to tackle a problem swiftly and come up with a plan to solve it.
Initiative	Identifies what needs to be done before being asked or before the situation requires it.
Results Oriented	Sets challenging goals, understands what resources need to be involved to achieve results, and meets or exceeds goals.

Competency	Description
Team Player	Offers support for others' ideas and proposals; seeks opportunities to serve and jump in when needed; gives honest and constructive feedback.
Job Skill	Demonstrates depth of a knowledge and skill in a technical area related to their job.
Developing Others	Delegates responsibility and works with others; coaches them to develop their technical skills or competencies.
Fosters Teamwork	Works cooperatively with others on a team; as a team leader, the ability to demonstrate success in getting people to collaborate together.
Decisiveness	Makes difficult decisions swiftly and considers impact of the decisions to the business and the employee(s).
Empowers Others	Exudes confidence in employees' ability to be successful, gives employees' freedom to decide how they will accomplish their goals and resolve issues.
Customer Orientation	Demonstrates concern for satisfying one's external and/or internal customers; service-oriented and exhibits servant leadership.

Qualifications:

- Team player, willing to help and support other employees and departments, engage in staff events, and demonstrate company values
- Bachelor's degree (B.A.) or equivalent experience in non-profit development/fundraising preferred
- At minimum three years of related fundraising or development experience
- Strong written and verbal communication skills
- Proficient in Microsoft Office Suite
- Detail oriented; Strong organizational skills within databases, shared drives, and CRM
- Ability to create and steward relationships with donors/partners and communicate gratitude with enthusiasm
- Demonstrated leadership skills
- Commitment to excellence and high standards
- Good judgement with the ability to make timely and sound decisions
- Creative, flexible, and innovative team player
- Non-profit experience, volunteering, or strong community involvement a plus

Physical Demands and Work Environment:

- Occasional attendance in company home office
- Occasional evening and weekend attendance at local, offsite events
- Frequently required to sit, stand, and/or walk
- Continually required to utilize hand and finger dexterity
- Occasionally required to climb, balance, bend, stoop, kneel or crawl
- Continually required to talk or hear
- Frequently utilize visual acuity to operate equipment, read technical information, and/or use a keyboard
- Occasionally required to lift/push/carry items up to 25 pounds

Allocation %

Programs: 25%

Administration: 10%

Fundraising: 65%