



**Christian Reformed Church in North America (CRCNA)  
World Renew**

**POSITION DESCRIPTION**

**Position Title:** Sustaining Donors Manager  
**Department:** Constituency Relations (CORE) Team, Canada  
**Reports to:** Donor Relations Development Manager  
**Status:** Full time, salaried  
**Salary Level:** 12

**PURPOSE:**

Connect with legacy giving society members and intermediate donors in Canada for the purpose of raising financial resources and cultivating a pool of potential donors for upgrading to major donor status.

This position is held accountable to a fundraising plan.

**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Implement a cultivation strategy through targeted communications with intermediate level donors to maintain, secure and increase their financial gifts and engagement with World Renew
2. Manage and maintain relationships with a portfolio of assigned donors
3. Research, identify and qualify donors for cultivation for major and/or planned gifts
4. Foster connections with legacy giving society members in Canada
5. Encourage planned gifts by intermediate donors and work with estate consulting firm in promoting estate gifts/consultations
6. Conduct discovery telephone calls with selected donors and contacts to determine their points of connection, interests and communication preferences
7. Segment donors according to their interest and communication preferences and send them reports, newsletters, articles about specific programs and areas of ministry
8. Host donor cultivation events when field staff are on connections tours in Canada in coordination with other internal teams
9. Establish financial goals, strategic planning activities and development initiatives in consultation with team/supervisor
10. Record information about donors in the donor management system
11. Perform other duties as assigned

**SUPERVISORY RESPONSIBILITIES:**

None

**QUALIFICATIONS:**

1. Commitment to Christ and able to recognize the nature of fund development as a Kingdom vocation that contributes to the ministry of World Renew
2. Ability to articulate a biblical and life view and explain how World Renew carries this out via a keen commitment for the ministry and encouraging the same in others



3. Knowledge of the Reformed faith and tradition is required; as practiced in the Christian Reformed Church, is preferred
4. Demonstrated commitment to promote a work environment that values diversity and equality, as well as have respectful relationships with others
5. Committed to working towards gender equality in all aspects of our programming, plans, policies and organizational structure
6. Self-directed with demonstrated ability to work with limited direction and ability to set priorities in a multi-task environment
7. Demonstrated successful experience in donor/customer relationship building securing gifts
8. Ability to communicate easily and positively in person, over the telephone and in written communications
9. Well-developed interpersonal skills, ability to express ideas clearly verbally and in writing, as well as listen with sensitivity
10. Computer literate and with proficiency in database management and communication through social media
11. Flexible and adaptable team player; proven skills in collaborating with others
12. Ability to follow up on conversations and correspondence efficiently and effectively
13. Ability to maintain confidential donor information

**EDUCATION AND/OR EXPERIENCE:**

Bachelor's degree preferred and a minimum of 3 years of work experience in fundraising and/or gift planning

**LANGUAGE SKILLS:**

Must be fluent in English and able to communicate well both verbally and in writing.

Fluency in other languages is an asset.

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Travel for donor visits and occasional meetings within Canada and the United States is required.

**WORK ENVIRONMENT:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.