

Annual Giving Acquisitions Strategist



The Opportunity

In consultation with the Executive Director, Finance Manager, and Revenue Development and Communications (RDC) Supervisor, the **Annual Giving Acquisitions Strategist** will manage, maintain, and implement Annual Giving donor acquisition strategies and activities for YESS. Reporting to the RDC Supervisor, the Annual Giving Acquisitions Strategist will monitor all aspects of Annual Giving fundraising initiatives with a focus on the development and execution of a high-touch approach to capitalize on giving opportunities, leverage and upgrade donor giving and involvement, and grow a giving culture at YESS.

About YESS

Based in Edmonton, Youth Empowerment & Support Services provides immediate and low-barrier shelter, temporary housing, and individualized wrap-around support for youth ages 15-24.

We focus on working collaboratively with our youth-supporting partners on prevention and diversion out of homelessness. And ultimately we aim to walk beside traumatized youth as they heal through relationships.

YESS offers a total of four programs to support and meet our youth wherever they may be in their journey. These programs include an overnight shelter where youth can find a safe, secure, and immediate place to stay with resources to prevent them from becoming homeless or divert them out of homelessness; a daytime resource centre where youth can access a variety of services including medical care, addictions and mental health counselling, life skills and employment readiness, help with housing resources, and more; and two transitional residences for youth who need the stability and support of a longer term residence where they can achieve their own identified successes and build healthy relationships.

Why Work at YESS?

YESS is a compassionate, fun-loving organization that thrives on diversity and collaboration. At YESS you will have the opportunity to inspire and impact young lives and the community around them. We focus on building coaching and leadership skills at all levels and as a result, our organization is full of leaders who work together to walk beside traumatized youth. We strongly believe in professional development and work to support our team in continuously working to develop their professional competencies. We promote an active learning environment and prove that through the wide variety of training opportunities

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that are offered to our team. YESS empowers not only our youth, but also our teammates in an environment that feels safe and welcomes your voice.

The Ideal Candidate

An ideal YESS candidate is open, honest, and collaborative. They are passionate about helping youth and creating a community that heals together. When they see something that needs to be done, they take the initiative and do it. They take pride in sharing their ideas, are accountable, and make leadership-based decisions to improve relationships.

We are looking for a professional with solid experience in the not-for-profit sector. The Annual Giving Acquisitions Strategist will possess an understanding of and enthusiasm for YESS's mission, philosophy, values and Annual Giving activities. The successful candidate will be a high-achiever with an excellent work ethic, able to work independently, initiate projects and manage their work and time effectively in a small office where team-work, collaboration and flexibility are essential. Genuinely passionate and personable, the ideal candidate will be eager to grow and learn, and will be proactive in bringing forward innovative ideas in a clear, articulate and inspiring fashion.

Responsibilities

Drive Acquisitions

- Meet or exceed budgeted Annual Giving financial goals.
- Lead the cultivation and stewardship of the Annual Giving portfolio with timely and appropriate engagement.
- Manage and coordinate strategies for acquisition of new donors, retaining donors, and graduating donors to higher levels of engagement and support.
- Oversee and monitor direct response strategy.
- Present involvement opportunities to Annual Giving portfolio through volunteerism, events and third party fundraising.
- Utilize the Annual Giving portfolio to develop a pipeline of legacy giving opportunities and leads.
- Lead and manage the Monthly giving program.

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Manage Reporting and Segmentation

- Ensure data integrity of online and offline fundraising databases is maintained and monitored as per best practices and policies.
- Develop segmentation and testing strategies for use in assigned Annual Giving programs.
- Develop annual targeting and segmentation and contact plans for direct communication with donors.
- Develop & analyze campaign/program-end and year-end statistical reports.

Qualifications

Education, Experience and Competencies

- A minimum of three to five years of experience working in an Annual Giving department or a comparable department, with preference given to those with experience in the not-for-profit sector.
- Experience in Annual Giving administration and working with databases.
- High level of understanding and experience with computer programs such as Microsoft Office and Outlook.
- Degree or Diploma in a related subject area is an asset.
- Acquired Canadian Fund Raising Executive® CFRE® credential (or working towards certification) is an asset.
- Evidence of superior relationship-building skills and interpersonal skills to engage stakeholders both internally and externally.
- Excellent communication skills.
- Proven ethical practice using a high level of integrity and good judgment.
- Attention to detail, strong organizational skills, and demonstrated ability to manage a variety of complex projects concurrently to a high standard of excellence.
- Ability to work independently and in a team environment, and use independent judgement to troubleshoot issues.
- Creative problem solver.
- A strong work ethic, combining energy, enthusiasm, initiative to exceed expectations.

Other Requirements

- \$1 million PLPD (see YESS policy manual) considered an asset
- Valid Class 5 driver's license considered an asset

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How to Apply

Please e-mail your cover letter and resume to Louise.Hogg@yess.org

At YESS, we embrace diversity and offer equal opportunities to all qualified applicants. We welcome your application regardless of origin, culture, ethnicity, age, ability, gender identity or faith.

Please note that we are a dog-friendly workplace.

Thank you to all those apply. Only those short-listed will be contacted for an interview.