

Children's Aid Foundation of Canada Position Description

Position Title	Donor Engagement Officer	Type	Full time
Department	Marketing, Brand and Communications	Salary	\$55,000-65,000
Reports to	Senior Manager, Direct Marketing and Annual Giving	Updated	April 2024

About the Children's Aid Foundation of Canada

Children's Aid Foundation of Canada is our country's leading charity dedicated to improving the lives of children and youth growing up in the child welfare system. We raise and grant funds and deliver a wide range of high-impact programs and services in partnership with child- and youth-serving agencies across the country.

Our vision is to create a world where the children and youth we serve have the strength and resilience to forge a bright and positive future. Join us and together we will help empower children, youth and families involved with the child welfare system go from surviving to thriving. Last year we raised over \$17.5M supporting 19,568 children, youth and families across Canada.

You picked an incredible moment to join the Children's Aid Foundation of Canada! We are leading a bold and ambitious transformational strategy that will drive growth and awareness and ultimately lead to increased funds to better serve our three priority populations:

- 1) children and families at risk,
- 2) children and youth living in government care, and
- 3) youth transitioning out of care.

To learn more about us, [please visit our website](#).

To better understand our impact, please watch our '[Investing in the Future, Today](#)' video.

The Opportunity

Children's Aid Foundation of Canada's donor community has grown at a rapid pace through the current \$100M Stand Up For Kids-Futures Transformed Campaign. At this exciting time, we're investing further in our development team's stewardship and engagement capacity with the Officer, Stewardship and Engagement.

The Officer, Donor Engagement plays a vital role in a highly collaborative team focused on mass-market fundraising. Reporting to the Senior Manager, Direct Marketing and Annual Giving, the Officer will manage and grow a segment of donors in the mid-level range (\$1,000-\$4,999 annually). Working in collaboration with the Direct Marketing and Annual Giving Team and the broader Foundation team, this position will build relationships using persuasive verbal and written communications and manage the strategic and personalized outreach to mid-level prospects and donors in alignment with the efforts of the Manager, Annual and Digital Giving and the Senior Manager, Direct Marketing and Annual Giving.

Key Responsibilities:

The Donor Engagement Officer will support on the acquisition, retention and stewardship of mid-level donors and will execute on:

- The development of a mid-level giving strategy that creates a seamless and rewarding donor experience and meets the revenue goals of the Foundation and the mid-level giving portfolio; including prospecting, acquisition and retention

- Collaboration with the Senior Manager, Direct Marketing and Annual Giving and the Manager, Annual and Digital Giving to develop offline and online marketing materials that cultivate, solicit and upgrade mid-level donors, such as direct mail pieces, email marketing and digital ads
- The maintenance of donor and prospect records in our eCRM (Engaging Networks) and Raiser's Edge NXT, including data mining for loyal donors to upgrade and inputting and maintaining communications preferences and gift information
- Donor stewardship efforts for mid-level donors, including offline and online marketing materials that educate, engage and retain donors
- The facilitation of donor and prospect touchpoints via phone, email or in person, with a goal of retaining and upgrading gifts
- The development of offline and online marketing materials that generate leads for mid-level giving as well as legacy giving
- Collaboration with the Foundation's Development team to ensure alignment and identify mid-level opportunities, handing off higher capacity major gift prospects and executing on legacy giving strategies
- A proven track record to nurture relationships over the phone and qualify prospects
- Perform other duties as necessary

Qualifications

- Relevant post-secondary degree or an equivalent combination of education and experience
- Minimum of 2-3 years of relevant experience in the donor cultivation, solicitation and stewardship
- Exposure in the fundraising/advancement field or equivalent client-focused environment. Exposure to a non-profit fundraising environment and/or a fundraising campaign is an asset.

Required Competencies and Skills

You are a detailed-oriented and collaborative person with a strong customer service focus and experience in donor cultivation and retention. You are dedicated to improving the lives of children, youth and families involved in the children welfare system, and you possess the following qualifications:

- Knowledge of mid-level donor behavior, including understanding mid-level donor motivations and capacity
- Knowledge of Raiser's Edge NXT or Engaging Networks is an asset
- Exceptional persuasive oral and written communication skills
- Ability to think creatively and develop marketing materials that inspire and motivate donors
- Strong interpersonal skills with the ability to build and maintain successful relationships with internal and external stakeholders
- High attention-to-detail and highly organized
- Excellent time management skills
- Ability to work independently and as part of a team, to take initiative and demonstrate curiosity, good judgement, and resourcefulness
- Ability to effectively use MS Office suite is an asset

CAFC as an Employer

CAFC provides equal employment opportunities to employees regardless of their gender, race, religion, age, disability, sexual orientation or marital status. We welcome and strongly encourage applications from equity seeking groups, including members of communities that are overrepresented in the child welfare system. We offer a family-friendly environment that allows for flexible work arrangements in order to support staff diversity and ensure a healthy work-life balance.

Our Values:

- Vital Learning & Innovation
- Open Communication
- Inclusion & Diversity
- Care & Compassion
- Empowering Accountability

We offer: a generous vacation package, plus 3 float days, participation in the OMERS Defined Benefit Pension Plan with contributions matched 100% by the employer, a comprehensive benefits (including medical, dental, life and disability) package, Employee Assistance Program and a competitive salary.

CAFC staff are currently working in a hybrid work model, working remotely and in the downtown Toronto office at least 1 day a week.

We acknowledge that the Foundation's main office is in Toronto, which is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis. The area now known as Toronto is covered by Treaty 13. Children's Aid Foundation of Canada is committed to supporting meaningful reconciliation between Indigenous peoples and others in these lands and across Canada.

How To Apply

To apply, please forward a current resume, with a covering letter in one single document, detailing how your qualifications match this opportunity, to enza@cafdn.org and include "Officer, Donor Engagement" in the subject line of your email by May 13, 2024. Applications will be reviewed as they are submitted. You are encouraged to apply early as we are motivated to fill this role as soon as possible.

We thank all candidates for their interest in the work of Children's Aid Foundation of Canada; but only candidates selected for an interview will be contacted. No telephone inquiries please.