



Community Giving Manager **Permanent, full-time**

Wellspring is a dynamic, community-based organization making real changes in the lives of individuals and families living with cancer. Would you like to help us grow our gold-standard fundraising program so that we can expand our reach and help thousands more people affected by cancer? We are seeking a leader for our annual and leadership giving portfolios.

Responsibilities

- Enhance the culture of philanthropy at Wellspring
- Lead Wellspring's Leadership Giving Program, including the following:
 - Help to set and meet leadership giving (\$1,000-10,000 gift level) targets and strategy
 - Qualify, cultivate and solicit donors
 - Build and maintain the donor pipeline, including database tracking
 - Manage the Loyal Donor portfolio
 - Write letters of intent and proposals; prepare packages, presentations, etc.
 - Liaise with potential donors to identify alignments and targeted approaches for support
 - Research prospective supporters, and participate in prospect identification meetings
 - Use moves management techniques to support Wellspring's comprehensive fundraising program
 - Support cultivation and stewardship events
- Lead Wellspring's Annual Giving Campaign, including the following:
 - Develop the overall strategy for the program
 - Design and produce direct mail and direct digital mail solicitations
 - Meet or exceed annual giving targets
 - Provide regular reporting on the direct mail program
 - Steward annual donors
 - Manage and grow the monthly donor program
 - Develop website content and support related marketing strategies

Qualifications

- A minimum of five years of proven fundraising experience, including a strong understanding of direct/digital mail strategies
- Exceptional oral and written communications skills
- Effectiveness in building, nurturing and leveraging strong relationships with donors, volunteers, staff, colleagues and other stakeholders
- Commitment to the core values, cause and communities served by Wellspring

- A University/College Degree or an equivalent combination of education and experience
- Proficiency in Raiser's Edge or equivalent

Wellspring provides a competitive salary and benefits package, commensurate with level of experience and responsibility. Please send cover letter and CV with "Community Giving Manager" in the subject line to: Eva Thurlow at humanresources@wellspring.ca

Wellspring is network of cancer support centres that provide a comprehensive range of professionally-led support and coping skills programs to men, women, and children who are living with cancer. This position is based at Wellspring Westerkirk House, 105 Wellness Way, which is on the campus of the Sunnybrook Health Sciences Centre.