

**Position/Title:**           **Manager, Membership and Individual Giving**

**Start Date:**               **March 19, 2018**

**Application Deadline:** **March 5, 2018**

**Contact:**                 **Send resume and cover letter to [DevoJobs@CityParksFoundation.org](mailto:DevoJobs@CityParksFoundation.org)**

### **ABOUT CITY PARKS FOUNDATION**

City Parks Foundation (CPF) is the only independent, nonprofit organization whose mission is to offer programs in public parks throughout the five boroughs of New York City. At CPF, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community development, and education programs for all New Yorkers. Our programs and community building initiatives -- located in more than 350 parks, recreation centers, and public schools across New York City -- reach 425,000 people each year. Our ethos is simple: we believe thriving parks mean thriving communities.

- We present the largest free, outdoor performing arts festival in NYC through *SummerStage*, presenting artists of the highest quality across multiple disciplines and genres, and marionette puppet theater in all five boroughs with our Swedish Cottage Marionette Theatre and the roving PuppetMobile.
- Partnerships for Parks, a public-private program of City Parks Foundation and NYC Parks, supports and champions a growing network of leaders who care and advocate for the transformation of their neighborhood parks.
- We connect youngsters to nature in the urban environment with education programs that provide learning experiences through classroom and hands-on activities in parks, urban forests, coastal areas, gardens, and recreation centers.
- Free golf, tennis, track & field, soccer, and fitness programs bring high-quality instruction and equipment into areas where few organized athletic opportunities exist. We offer leveled training, year-round scholarship coaching, and special pro events.

### **POSITION SUMMARY**

The Manager, Membership and Individual Giving will join an eight-person Development Department, raising approximately \$7 million annually from corporate, foundation, government, and individual sources to support our free programs in New York City parks. Reporting to the Director of Individual Giving and Special Events, this position will work on two critical streams of revenue: Individual donor/membership cultivation (including moves management, event planning, solicitations and benefit fulfillment), and management of board and other program and fundraising committees.

### **REQUIREMENTS**

This position is responsible for managing our SummerStage Membership program; for supporting the Executive Director, the Board, and the Director of Individual Giving in managing their portfolios of donors and prospective donors; and for providing staff support for our various program and fundraising committees, including the board Development and Nominating Committees, a real estate council, and more.

Manage SummerStage Membership Program, including:

- Develop acquisition and renewal campaign strategy, compose and draft membership correspondence including acquisition and renewal letters, and gift acknowledgement letters.
- Serve as a primary point of contact for SummerStage Members: respond to all membership inquiries and coordinate all member benefits, including credentials, t-shirts, area access/reserved seating, tickets.
- Manage relationships with members with the high level of professionalism and courtesy that will encourage higher levels of giving the following year.
- Maintain guest lists and manage member check-in.
- Manage two seasonal hourly staff responsible for: membership booth and VIP check-in, fulfilling on-site member benefits and processing new SummerStage memberships and upgrades at the concert venues.
- Prepare and execute on-site promotions to increase membership and/or contributions.
- Prepare regular financial and membership analysis reports.
- Plan and implement social media strategy and messaging.

Support the Executive Director, the Board, and the Director of Individual Giving to facilitate gifts from individual donors:

- Help manage portfolios of key fundraisers to support research, identification, cultivation, solicitation and stewardship of gifts from individuals, maintaining a communication schedule and recording all interactions with donors and other information demonstrating progress toward fundraising goals.
- Research current and potential donors to learn how to best cultivate a financial relationship; produce detailed profiles.
- Manage systems inside and outside of the Salesforce database to track activities.
- Recommend event ideas and other fundraising opportunities.
- Prepare appeal letters, email correspondence, proposals, and reports to donors as needed.
- Provide staff support for board committees, creating lists, conducting research, and preparing reports as needed.
- Create and maintain individual donor recognition requirements including gift acknowledgment and donor benefits.
- As a member of the fundraising team, provide support for all fundraising events hosted by City Parks Foundation.

**QUALIFICATIONS**

- B.A. degree required and 3-5 years of experience at a not-for-profit in a high-volume individual giving and membership department.
- Excellent writing, research, organizational, and communications skills.
- Proven ability to prioritize and work effectively under deadlines in a fast-paced environment with strong attention to detail.
- Demonstrate excellent customer service in all relations with donors.
- Ability to effectively communicate with staff, vendors and donors.
- Experience managing a high volume of documents, spreadsheets and lists. Familiarity with Google Suite and Salesforce preferred, but not required.
- Flexibility to work nights and weekends as required.

**WORKING FOR CITY PARKS FOUNDATION**

Benefits include excellent healthcare and dental package, vacation, paid holidays, 403(b) Retirement Plan, Transit Check program, life insurance, and flexible spending plan. City Parks Foundation is a

collegial, mission-focused organization that values its employees and encourages professional growth and advancement.

**CONTACT**

Interested parties should email cover letter, resume, and salary requirements to:  
DevoJobs@CityParksFoundation.org. Put "Individual Giving Manager" in subject header.

Thank you for your interest in City Parks Foundation, an equal opportunity employer. Only potential candidates will be contacted. No calls, please.