



Position Title: Manager of Individual Giving

GENERAL INFORMATION

Washington Performing Arts Payroll Title: Manager of Individual Giving

Department: Advancement

Title of Immediate Supervisor: Director of Advancement

Hours: Full Time, Exempt

Pay Range: \$63,000-\$67,000

Best Consideration Date: April 26, 2024

POSITION INFORMATION

Position Summary/Purpose:

The Washington Performing Arts Advancement team—a creative, impactful, and collaborative collective of arts professionals—seeks an experienced and dynamic colleague to manage and grow Washington Performing Arts’s individual giving programs: the Chairman’s Circle (\$2,500+) and Friends (\$75-2,499). The Manager of Individual Giving carries primary responsibility for connecting the mission of Washington Performing Arts with our donors’ value and philanthropic goals. As part of this, the Manager helps chart the course for strategic growth, operations, and maintenance of Washington Performing Arts’s individual giving program pipeline, consisting of devoted performing arts patrons, arts education advocates, and community outreach volunteers.

Reporting to the Director of Advancement, this individual will establish effective, strong working relationships with existing and prospective supporters of Washington Performing Arts. Internally, partnering with the Major Gifts Officer (corporate and diplomatic partners), Special Events Manager (Individual giving program benefit events), Manager of Advancement Operations and Analytics (data management and analysis), Washington Performing Arts’s President & CEO, senior staff, and the rest of the Advancement colleagues to identify, cultivate, and steward the above portfolio. The ideal candidate will possess an entrepreneurial spirit and carry great enthusiasm for growing and sustaining a robust annual giving program and be a creative, sophisticated, and enthusiastic leader in crafting appeals and designing events to engage the supporters fully in the life of the organization. The Manager will help support an overall annual departmental fundraising goal of over \$4 million.

As a self-motivated, externally facing frontline fundraiser, the Manager of Individual Giving is a key member of the Advancement Team and an ambassador for our organization. The Manager also serves and collaborates with other departments as project coordinator in all individual giving programs and events. In addition, this position serves as the liaison for our long serving volunteer group, the Women’s Committee.



This is an exciting role offering excellent opportunities to work with effective, supportive, and passionate team while engaging our diverse community through vibrant gatherings that embody our mission: to champion the performing arts as a unifying force.

Essential Duty #1: PORTFOLIO MANAGEMENT, CULTIVATION, AND SOLICITATION ACTIVITIES

Percentage: 60 %

The primary goal of the Manager of Individual Giving is to expand our community of individual donor support base of Washington Performing Arts by fostering a sense of connection and alignment with the organization’s mission and programs. This role complements and amplifies the strength of our fundraising team by effectively promoting our artistic, educational, and community initiatives and matching them with the donor’s and prospect’s interest. The individual will:

- In consultation with the Major Gifts Officer and Director of Advancement, build, cultivate, solicit, and steward a portfolio of approximately 80 Chairman’s Circle donors and prospects to foster an authentic and deep connection with our programs and mission
- In consultation with the Major Gifts Officer and Director of Advancement, carry primary responsibility for the cultivation, solicitation/renewal, and stewardship of all Individual Giving program donors
- Develop strategies and robust communications plans to cultivate and solicit donors and prospects, using the Tessitura database to track, document, and report on all activities
- Provide support in managing the portfolios and solicitation activities of others that cultivate and solicit Chairman’s Circle and Friends donors including the President & CEO, Chairman, Director of Advancement, Major Gifts Officer, and select Board members through guiding strategy and furnishing/stimulating appeals
- Collaborate with the Manager of Advancement Operations & Analytics to use the data and develop data-driven goals and tactics for strategic growth of both the Chairman’s Circle and Friends portfolios, with a targeted focus on acquisition, retention, upgrades, and recapture of lapsed donors.
- As a member of the Advancement team, steward and foster a sense of connection and engagement with patrons and donors in person at performances and events and through email and phone communications

Essential Duty #2: ANNUAL GIVING BENEFITS AND EVENTS MANAGEMENT

Percentage: 20 %

The Manager of Individual Giving builds and deepens relationships with individual donors and prospects through unique, dynamic, and high-touch engagement opportunities, such as private rehearsals and embassy visits, that continue to add value to patrons’ experiences and demonstrate the impact of our programs.



- Develop, administer, and track a rich suite of donor benefits and incentives for Chairman's Circle and Friends, in partnership with Programming/Production and Education departments, including backstage meet-and-greets, post-performance receptions and dinners, rehearsal observations, complimentary tickets, special events, and more
- With Special Events Manager, strategically plan, coordinate, and execute Chairman's Circle and Friends special events to leverage performance activities, residencies, and education programs
- Develop and manage revenue and expense budgets for Chairman's Circle and Friends programs
- Collaborate with Special Events Manager and Major Gifts Officer to design and fulfill donor benefit events
- Assist Advancement team efforts for signature events that engage the entire Washington Performing Arts donor community, such as the Gala and special productions
- Generate and circulate major donor attendance list for all season performances
- Manage event RSVPs in Tessitura and prepare guest lists for internal and external circulation
- Respond to annual giving inquiries

Essential Duty #3: FUNDRAISING APPEALS AND DONOR CENTRIC MARKETING AND ENGAGEMENT

Percentage: 15 %

- Design, plan, implement, and oversee effective and timely fundraising campaigns and appeals (both direct mail and digital campaigns) in collaboration with the Director of Advancement, Major Gifts Officer, Manager of Advancement Operations & Analytics, and Marketing, Communications and Creative Media team (MCCM)
- Track, and report on fundraising campaign/appeal progress and results
- Develop copy for and design structure of event-related email blasts (Wordfly) and social media posts
- Work with the Manager of Advancement Operations & Analytics, Major Gifts Officer, and Director of Advancement to define guest list criteria for events and create mailing lists for campaigns and appeals
- Collaborate with the MCCM, design advancement-related flyers, event invitations, and other individual giving related materials for both print and digital collateral
- Maintain and update individual giving program pages on the website
- Generate annual giving donor renewal reminders
- Work with MCCM, Director of Advancement, and Manager of Advancement Operations & Analytics to develop strategies for annual subscription renewal
- Generate donor lists for program books, oversee sponsorship crediting, and approve other donor related publications

Essential Duty #4: VOLUNTEER MANAGEMENT

Percentage: 5 %



- As primary liaison to the Women’s Committee, schedule and attend its monthly meetings, help develop meeting materials, coordinate its newsletter contents, and manage communication with members
- Coordinate the Women’s Committee and volunteers to support organizational needs, such as staffing events, assisting with the Gala, and helping with mailings
- As a tertiary support to the Junior Board liaisons, participate in quarterly meetings and steward members towards their annual commitment and engagement
- Work with the Junior Board liaisons, manage its annual revenue and expense budgets
- Collaborate with Director of Advancement and the President & CEO to engage the Women’s Committee and Junior Board in meaningful ways
- Serve as intern supervisor if needed

Supervisory Responsibility: *No*

Number of Direct Reports: *No direct reports with the exception of interns on occasion*

Names and Functional Titles of Direct Reports:

Qualifications and Requirements:

- 3+ years of experience in fundraising and managing individual giving programs
- Proficient in all Microsoft Office applications
- Experience in cultivating, soliciting, and stewarding entry to mid-level gifts
- Direct marketing and e-marketing skills
- Available and willing to work outside of regular business hours, including early morning, evening, and weekend hours, as necessary for performances and events

Required Skills

- Strategic, creative, curious, and organized thinker who is enthusiastic about and committed to developing new and deepening existing relationships and opportunities for donor engagement
- Strong interpersonal, organizational, and communications skills (both verbal and written)
- Ability to manage multiple tasks and deadlines independently, especially under pressure
- Knowledge of and passion for the performing arts, especially music
- Awareness of all channels of donor engagement and the confidence and good judgment to direct donors to the ideal path and relationship manager (i.e., planned giving, sponsorship, or multi-year gifts)
- Analytical mindset to grow pipeline strategically
- Collaborative, positive team player with high degree of personal initiative and accountability

Preferred Skills

- Experience with Tessitura or other fundraising software/CRM database
- Genuine interest in a wide range of people and a diverse array of programmatic content, preferably in the arts field



- Experience building or directing design for emails and social media for fundraising appeals

Specific Conditions of Work

- Completion of a satisfactory criminal background check prior to start of employment
- The Manager of Individual Giving is a full-time position with office hours from 9:00 a.m. – 5:00 p.m. and additional duties at performances, events, and activities above and beyond regular office hours.
- Hybrid work schedule: 3 days minimum in office
- Must be able to staff events on evenings and weekends
- Must have reliable transportation

Application Instructions

- Please send cover letter and resume attachment to HR@washingtonperformingarts.org with position title in subject line
- Please note: Applications without a cover letter will not be considered.

About Washington Performing Arts:

<https://www.washingtonperformingarts.org/?t=1>

One of the most established and honored performing arts institutions in America, Washington Performing Arts has engaged for more than half a century with artists, audiences, students, and civic life. The city is truly our stage: for decades, in venues ranging from concert halls and clubs to public parks, we have presented a tremendous range of artists and art forms, from the most distinguished symphony orchestras to both renowned and emerging artists in classical music, gospel music, jazz, culturally-specific genres, dance, and more. We also have an ever-expanding artistic and educational presence on the internet, envisioning ongoing opportunities for online connection and community.

Washington Performing Arts deeply values its partnerships with local organizations and other arts institutions. Through events online and in myriad performance venues and neighborhoods, we engage international visiting artists in community programs and introduce local artists to wider audiences. We place a premium on establishing artists as a continuing presence in the lives of both young people and adults through residencies and education programs. Our achievements have been recognized with a National Medal of Arts and with three Mayor's Arts Awards from the DC Government. We have now embarked upon our second half-century, ever inspired by the motto of our founder, Patrick Hayes: "Everybody in, nobody out."



Organizational Diversity and Inclusion:

Washington Performing Arts is committed to diversity, equity, inclusion, and access in all aspects of our work. In keeping with our mission and guiding principles, we seek, represent, and welcome a multiplicity of voices in everything we do from programmatic content to the composition of our board and staff. Accordingly, we seek to build a team that reflects and meets the needs of the community we are part of and serve. While we have made important progress, we continue to pursue that goal through intentional, focused learning and action.

Hiring a diverse workforce is but one component—we strive to make Washington Performing Arts ever more inclusive, and true to our founder’s guiding ethos of “everybody in, nobody out.” To gain the maximum benefit from our increasingly diverse team, we wish to make every employee feel welcome and motivated to do their best work. We know that we work better together in service of Washington Performing Arts’ mission, because of our differences, not despite them.

Equal Employment Opportunity Statement

Washington Performing Arts subscribes to a policy of Equal Employment Opportunity and will not discriminate against any employee or applicant because of race, age, sex, color, sexual orientation, physical or mental disability, protected veteran status, religion, ancestry or national origin, marital status, genetic information, political affiliation, and gender identity or expression. In addition, the District of Columbia adds protection for marital status, personal appearance, sexual orientation, family responsibilities, matriculation, or political affiliation. Washington Performing Arts’ employment decisions are made based on the needs of the organization and qualifications of the applicants and employees.