



Friends of UNFPA: Donor Development and Retention Officer

Friends of UNFPA (FOU), established in 1998 and headquartered in New York City, is the US non-profit working with UNFPA, the lead United Nations agency for reproductive health and rights for all.

We want a world where women become pregnant only when they want to. A world where giving birth is safe for every mother and child. And a world where women and girls live free from harmful practices and violence. By supporting and empowering women and girls, we will be creating a world that is better for everyone. We won't stop until this becomes reality, no matter what.

We use our voice passionately to bring women and girls across the world access to family planning and reproductive health care, and to keep them safe from violence and harmful practices. We champion the rights of women and girls to make their own decisions about what is best for their lives and futures. And we help ensure their real-life experiences and views are heard and respected. We are a catalyst for profound positive change among women, their families, and their communities. To achieve this, we focus relentlessly on inspiring people to support UNFPA's vital and impactful work.

Under new leadership, FOU has developed an ambitious new strategy; aimed at raising \$100m for UNFPA's vital work by 2030. Working in close partnership with UNFPA we have exciting plans to grow and build sustainable fundraising programs. As part of that effort, we are seeking to grow our team.

POSITION SUMMARY: Donor Development and Retention Officer

Reporting to the Director of Digital Fundraising and Engagement (Director), the Donor Development and Retention Officer (Officer) will be responsible for managing, cultivating and stewarding existing donors giving below \$2,000 per year, with a goal to increasing income and improving retention and donor loyalty. The Officer will have primary responsibility for devising, developing and implementing donor journeys for our exiting donors including, renewals, special appeals, reactivation, upgrade, donor service and stewardship across multiple channels in order to maximize donor lifetime value. The Officer will conceive of the donor development portfolio with a mindset towards integration and in this respect, use various fundraising channels to reinforce one another for the most efficient possible fundraising.

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KEY AREAS OF RESPONSIBILITIES:

- Work with Director to develop short and long-term strategies to maximize donor development from existing and lapsed donors
- Using a multi-channel approach, develop appropriate donor journeys for existing donors with the goal of maximizing income and improving donor retention
- Execute all donor development activities, overseeing every detail, including planning, content development, production and reporting, working in conjunction with our agencies and internal team
- Manage and control donor development budget
- Develop and execute specific strategies to retain, upgrade and steward existing sustainers
- Develop and execute a multi-channel approach to securing additional one-time donations from existing donors and converting one-time donors to sustainers
- Oversee direct mail agency to develop renewal, appeal and stewardship mailings for existing donors and support with acquisition mailings
- Work with Director and Communications Officer to manage and execute our email marketing program and ensure integration with direct mail
- Work with Director to establish other channels like telemarketing, SMS marketing, and continuously test methods of solicitation and communication in order to improve results
- Work closely with agency and the Development team to manage the Mid-Level donor program to develop and execute strategies to upgrade donors to this level of giving
- Support with donor stewardship communications, including acknowledgements to build donor loyalty and ensure that donors have positive experience with FOU
- Work with Database Manager to pull, manage and segment data for mailings, emails, and other donor development activities
- Implement emergency fundraising strategy for donor development
- Monitor all key performance indicators and campaign reports on donor development activities. Provide ongoing campaign performance reporting and analysis
- Participate in procurement of vendors, manage contracts and all associated invoicing
- Complete other projects as required

EXPERIENCE & QUALIFICATIONS:

- Bachelor's Degree in relevant field
- Minimum 3-5 years of working in a fundraising/marketing environment, using direct marketing techniques
- Strong experience of working in cross-functional teams in a collaborative manner
- Experience of managing agencies and vendors
- Experience of managing budgets
- Significant experience with direct mail and telemarketing for the purpose of direct response fundraising including developing strategy and tactical execution
- Experience with email marketing a plus

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- Strong analytical skills and ability to analyze data to inform data segmentation and improvements to program
- Demonstrated experience in using Raiser’s Edge, Salesforce or a similar fundraising database

LOCATION, SALARY & BENEFITS:

- Location: Hybrid (Remote but within the U.S.; travel to NYC as needed)
- Salary: Commensurate with candidate's level of experience, skills, education, and training; adjustment subject to geographic region.
- Benefits: Friends of UNFPA offers health, dental, and vision insurance, paid vacation and sick leave, and a retirement plan.

HOW TO APPLY:

- Eligible candidates must submit a cover letter and resume by **September 12, 2022**, to Friends of UNFPA at jobs@friendsofunfpa.org. Please reference “Donor Development and Retention Officer” in the subject header.

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