



**MAKING MOMENTS COUNT
FOR KIDS & FAMILIES**

Development & Communications Manager

Reports to Executive Director

Full-time Salary

Crescent Cove

The mission of Crescent Cove is to offer care and support to children and young adults with a shortened life expectancy, and their families who love them. Crescent Cove is Minnesota's first residential children's respite and hospice home, which opened in May 2018 in Brooklyn Center. The Home provides short, 1-7 day respite breaks for children with life-threatening conditions, as well as sacred space beyond the hospital or home environment for compassionate care at the end of life.

Job Purpose

The Development and Communications Manager creates and oversees the implementation of a comprehensive and strategic approach to fundraising and communications including individual annual giving, corporate and foundation grant solicitation, planned giving, event sponsorships, annual gala, website updates, email and social media management, and support with media and public relations.

Primary Duties and Responsibilities

The Development & Communications Manager will perform the following duties:

Development Responsibilities:

- Create a fund development plan to increase revenue to support the strategic direction of the organization and long-term sustainability, including an individual donor-giving program, and implement the plan with ethical fundraising principles.
- Prepare and present gift proposals and giving strategies that balance the donor's intentions and with the needs of the mission. Strategize on giving options for individual prospective donors.
- Participate in the Board of Directors' meetings by sharing philanthropy updates.
- Manage the Philanthropy Council.
- Prepare and share Annual Report.
- Responsible for revenue budgeting, reconciliation, analysis and reporting related to all donations/contributions and development and communications expenses.
- Oversee submission of and follow-up of grant requests with external grants team.
- Oversee and manage the donor database.

- Monitor trends in the community or region and adapt fundraising strategies as necessary.
- Create and oversee stewardship strategies for donors at all levels of donors.
- Oversee Planned Giving initiatives in coordination with the Philanthropy Council.
- Plan the Annual Planned Giving gathering.
- Plan and manage the Annual Gala and other fundraising events including creating event plans, managing budgets, organizing logistics, securing sponsorships, managing event software, and attending to event details and totals efficiently.
- Lead the Gala Committee.
- Plan annual Donor Appreciation Dinner.
- Lead and supervise Engagement Coordinator to provide support on all fundraising activities, including database management, gift processing, and other duties as assigned.
- Oversight with third party giving platforms, i.e, Network for Good, GiveMN, Benevity, iWave.
- Perform other responsibilities as assigned by the Executive Director.

Communications Responsibilities:

- Manage the Crescent Cove website through creating and updating content on a regular basis.
- Serve as the lead in creation and editing ongoing email communications and monthly newsletters to the Crescent Cove community, including donors, families, and volunteers.
- Serve as the lead staff person in creating compelling storytelling content of Crescent Cove's mission and its impact on the families served that lives in both written and video formats.
- Responsible for design projects that include copywriting, photo selection, and design collaboration.
- Craft annual stewardship letter content and tax documentation for donors.
- Create new and keep collateral and marketing materials current in coordination with designers and printers.
- Assist in public relations activities, such as story idea generation, and working with media and public relations contractors.
- Manage social media outreach and engagement.
- Potential to staff events that support Crescent Cove or talking engagements if needed, estimated at 1 per quarter.

Qualifications:

- Five or more years of experience in charitable gifts, development and event management with demonstrated record of success and experience.
- Bachelor's Degree, Master's Degree preferred.
- Certified Fundraising Executive (CFRE) designation is an asset.
- Skilled and fluent in social media platforms.

Knowledge, Skills and Abilities:

- A commitment to philanthropy and to donors
- Highly developed professional fundraising skills, attention to detail, and follow-through

- Familiarity with communicating to the donor the impact of their charitable gift
- Knowledge of tax laws that impact charitable gifts and the ability to communicate benefits to prospective donors
- Knowledge of appropriate marketing techniques related to planned giving prospects
- Excellent verbal and written communication skills and ability to work effectively on a one-to-one basis and within groups
- Extensive experience and ability to use donor base software
- Self-motivated, self-directed, enthusiastic, energetic, creative, and highly organized
- Belief in the mission and vision of Crescent Cove
- Team player
- Strong integrity and ethical conduct
- Active listening skills
- Willingness to work flexible hours
- Knowledge of Excel spreadsheets and ability to manage and analyze data in spreadsheets

**To apply submit writing sample, cover letter and resume to Karla Vaughan at
Karla.Vaughan@CrescentCove.org**