



JOB DESCRIPTION

Senior Manager of Individual Giving + Special Events

ABOUT RED HOOK INITIATIVE (RHI)

[Red Hook Initiative](#) (RHI) is a community-based nonprofit working to improve the lives of the more than 6,500 residents of Red Hook Houses, Brooklyn's largest public housing complex. RHI believes that the social change to overcome systemic inequities begins with empowered youth, and that change in communities should come from within. In partnership with community adults, we nurture young people in Red Hook to be inspired, resilient, and healthy, and to envision themselves as co-creators of their lives, community, and society.

Youth development, community building, and community hiring are at the core of RHI's approach to strengthen Red Hook's future. Our model gives young people and residents the tools, resources, and opportunities they need to interrupt the systems and barriers that perpetuate historic inequities for the community. Residents lead the way toward a more equitable, hopeful future.

RHI's programs include:

- **Youth Development:** RHI engages over 450 adolescents each year, from middle school through young adulthood, endeavoring to interrupt cycles of injustice and to build hope.
- **Building Community:** Working with Red Hook youth and adults to organize, exercise leadership to drive positive change for the community, and increase social cohesion to build a more resilient neighborhood.
- **Investing in Residents:** RHI hires locally and invests in residents who will improve their lives and the community in which they live. More than \$1.5M was earned in the last year by people from Red Hook.
- **Red Hook Farms:** A youth-centered urban agriculture and food justice program operating one of Brooklyn's original and largest farms. Red Hook Farms cultivates affordable, fresh produce and provides STEM and nutrition education, leadership development, and employment opportunities for local youth and residents.

Over our 20-year history, RHI's model and dedicated team have been nationally recognized for its innovative, place-based approach to social change.

Learn more about our mission, programs, and impact:

[RHI's 2021 Impact Report](#) further highlights our work with neighborhood allies to bring Covid-19 resources into the Red Hook community through a recovery plan that is rooted in healing and aims to improve outcomes across health, education, economic mobility, and food access.

THE OPPORTUNITY

The Senior Manager of Individual Giving + Special Events is an integral member of RHI's Development team responsible for overseeing RHI's individual giving campaigns, including digital fundraising efforts, and the production and execution of engaging and compelling special events that significantly contribute to an annual fundraising goal of \$4.5M. The Senior Manager will develop and implement strategies to build upon a strong base of support and increase RHI's individual giving and gala revenue by 20% over the next two years. In addition to donor cultivation and overseeing RHI's annual campaign and event goals, the Senior Manager will provide essential support to the Board of Directors and Associate Board to help them reach their annual fundraising targets.

The Senior Manager will be a key partner reporting to the Director of Development and will work closely with the Development team to develop strategies and campaigns to support the fundraising priorities of RHI. The ideal candidate for this role will be a natural relationship builder and communicator, collaborative and entrepreneurial in nature, experienced in managing multiple fundraising projects concurrently and passionate about the mission and work of RHI.



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KEY RESPONSIBILITIES

Individual Donor Management

- In collaboration with the Director of Development, develop and oversee an annual individual giving strategy and plan with measurable outcomes to support RHI's overall fundraising goal. Core activities will include the implementation of key fundraising campaigns, cultivation opportunities with current and new donors, the execution of special events, and coordination of a communications strategy that increases awareness of RHI's work in the Red Hook community and its reach to a broader pool of potential donor and supporters.
- Conceptualize and produce two major annual appeals, drawing upon creative and dynamic giving opportunities including direct mail, digital communications, peer-to-peer fundraisers, social media, and text-to-donate.
- Research, solicit, manage, and steward a portfolio of existing and new prospective donors at varying gift levels to enhance participation and revenues. Develop a cultivation strategy with the Director of Development to forecast anticipated annual giving for individual donors at every level of gift capacity including converting current donors to a next level of giving to RHI.
- Produce high-quality and engaging fundraising proposals, pitches, and other correspondence to secure individual gifts to support programs of interest to donors and others aligned with RHI's fundraising priorities.
- Manage calendar of individual donor communications and draft frequent, compelling messages for a diverse range of audiences.
- Prepare and coach the Leadership Team and Board of Directors in advance of key donor meetings.
- Define key performance measures and benchmarks monthly, quarterly, and yearly to track KPI and progress of fundraising goals. Leverage Salesforce to track progress to goals, produce insightful analysis for leadership and board members, and record detailed notes on donor correspondence and tasks.
- Provide supervision and coaching of the Development Associate to help ensure the coordination of high-quality administrative and operations support in the areas of donor acknowledgements, gift processing, data entry into the fundraising system, and other administrative tasks.

Special Events Management

- Plan, produce and lead from conception to completion all aspects of RHI's signature annual gala, Taste of Red Hook, to raise at least 10% of the organization's annual operating budget from a combination of corporate sponsors, individual donors, ticket sales, and auction proceeds.
- Develop and implement a suite of targeted special events including an annual Thank You Breakfast, Summer Jobs Drive, visit weeks, and occasional receptions.
- Work closely with RHI's outsourced event production company to coordinate all event logistics including but not limited to event themes and programming, sponsorship support, vendor management, identifying speakers and exhibitors, supervising volunteers and interns, tracking invites and ticket responses, and coordinating promotional activities on social media and other media platforms to increase community and public awareness of RHI's events.
- Collaborate with key contributors from RHI's Board Fundraising Committee and Development team to set revenue goals and conceive of strategies and initiatives to help achieve these goals.
- Develop event budgets, work plans, supervise event consultants, and manage outsource relationship with event management company.
- Coordinate all post event-event activities including but not limited to implementing evaluation tools to assess event performance results, coordination of debrief meetings, and recognition of key constituents, supporters, and stakeholders.



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Board + Fundraising Committee Support

- Generate monthly progress-to-goal updates for Board members.
- Work closely with Board members to set and achieve their annual RHI fundraising goals.
- Oversee RHI's Associate Board to cultivate a board pipeline and engage emerging leaders across multiple sectors.
- Develop training opportunities for Board members to advance their knowledge about fundraising.
- Provide support to the Fundraising Committee including preparing progress reports, meeting minutes and other materials for Committee meetings and other ad-hoc board meetings related to RHI's fundraising activities and plans.

May be assigned other responsibilities as determined by the Director of Development and/or the Executive Director

CANDIDATE PROFILE

The Senior Manager of Individual Giving + Special Events should possess the following competencies, skills, and personal attributes:

- **Relationship Builder + Effective Communicator**
An engaging, highly interpersonal, and natural relationship builder with the effectively listening skills and the ability to communicate compelling and persuasive messages both verbally and in writing to a diverse audience of donors of varying net worth as well as other community stakeholders invested in the mission and work of RHI.
- **Self-Driven + Entrepreneurial**
A proactive, self-starter with the ability to work independently to problem-solve. Goal-driven and highly motivated to succeed with an entrepreneurial spirit and the ability to thrive in a fast-paced environment with targeted fundraising goals.
- **Collaborative Team Player**
Committed to being a positive team player and working collaboratively with staff at all levels with diverse backgrounds. Approaches work enthusiastically with openness and a good sense of humor.
- **Skilled + Adaptable Project Manager**
Flexible, adaptable, and able to effectively manage multiple evolving fundraising priorities and projects of varying complexity and impact. Detail-oriented, excellent organization, multi-tasking, and project management skills. Open to working flexible hours for development events, including occasional evenings.
- **Commitment to RHI's Mission + Organization Values**
A passion for supporting RHI's mission and core work and a strong connection to youth development and the Red Hook community. Demonstrate a strong alignment with RHI's core values and commitment to diversity, equity, and inclusion, and engage in practices that promote a positive work environment, respects differing opinions and perspectives, and ensures the fair and equitable treatment of staff in all interactions and employment matters.
- **Ethics + Integrity**
Demonstrate a strong commitment to high standards of honesty, ethics, and integrity in all areas of RHI's fundraising work.

Experience + Education

- 4-5 years of relevant fundraising and special events management experience with a focus and proven track record of individual giving with nonprofit organizations, preferably operating in the areas of human services, education, youth development and/or community building.
- High school diploma or HSE required; college degree preferred.
- Experience with Salesforce or similar fundraising database.



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COMMITMENT TO DEI + EQUAL EMPLOYMENT OPPORTUNITY

RHI actively engages individuals from all backgrounds and is committed to embracing diversity across all areas and aspects of the organization. We firmly believe that an atmosphere of civility and mutual respect towards individual differences and embracing an inclusive and equitable environment is indispensable to building a successful organization, contributing to a positive and meaningful employment experience for staff, and advancing the best possible outcomes for the clients served by RHI's programs. We are also committed to community hiring and supporting the job prospects of Red Hook residents.

As an equal opportunity employer, RHI is committed to providing employment opportunities to all qualified individuals and does not discriminate against any employee or applicant on the basis of race, color, national origin, religion, sex, sexual orientation, gender, gender identity and expression, disability, age, marital status, military status, veteran status, pregnancy, parental status, genetic information, or any other characteristic or basis prohibited by applicable law.

COMPENSATION + BENEFITS

RHI strives to offer employees a competitive compensation and benefits package that reflects its core values and commitment to its staff. The salary range for this managerial role is \$70k - \$75K commensurate with the candidate's competencies and experience. Additionally, RHI provides a comprehensive benefits package which includes - medical, dental and vision coverage; 403b retirement plan; flexible spending accounts for out-of-pocket health, dependent and commuter expenses; life insurance and 24 PTO days.

This position is based on-site at RHI's main program office in Red Hook, Brooklyn. The ideal candidate should be in reasonable commuting distance to our main program office or a resident of Red Hook or one of its neighboring communities in Brooklyn.

TO APPLY

Please email a cover letter, resume and salary requirements to: apply@rhicenter.org with 'Senior Manager of Individual Giving + Special Events' in the subject line.