



Donor Relations Specialist

Location:
Lawrenceville, NJ

Position Type/Classification:
Full-Time / Exempt

Reporting To:
Director of Development

Compensation/Salary Range:
\$55,000-\$58,000/year

Organization Overview

The mission of HomeFront is to end homelessness in Central New Jersey by harnessing the caring resources and expertise of the community. We lessen the immediate pain of homelessness and help families become self-sufficient. We give people skills and opportunities to ensure adequate incomes and to increase the availability of adequate affordable housing. We help homeless families advocate for themselves individually and collectively.

Job Summary/Objective

HomeFront is seeking a dedicated, innovative, and detail-oriented professional to join our team as a **Donor Relations Specialist**. This critical role will be instrumental in advancing our mission by fostering meaningful relationships with mid-level loyal donors, enhancing community awareness, and supporting strategies to grow our donor base and revenue.

The Donor Relations Specialist will collaborate closely with the Director of Development and Chief Development & Advancement Officer to design and implement strategic initiatives that enhance donor engagement, increase philanthropic contributions, and strengthen the connection between donors and HomeFront's mission. This position involves personalized donor stewardship, relationship cultivation, and executing innovative fundraising and friend-raising campaigns to further our organization's impact.

The successful candidate will be an organized and professional communicator, passionate about supporting families impacted by poverty and homelessness. They will have experience building and maintaining donor relationships, a strong commitment to philanthropy, and the energy and vision necessary to inspire and engage supporters at all levels.

By joining HomeFront, you will become part of a team dedicated to alleviating family homelessness and building stronger communities. Together, we can make a lasting difference in the lives of those we serve.

Essential Job Functions/Responsibilities:

Donor Stewardship:

- Develop and implement strategies to build and maintain strong relationships with donors, ensuring they feel valued and informed about the impact of their contributions.
- Create personalized communication plans for a portfolio of 250+ donors, including regular updates, impact reports, and appreciation messages.
- Lead the development and execution of an annual/ongoing plan to qualify, cultivate, solicit, and thank donors with a history or capability of significant annual contributions.
- Maintain a portfolio of several hundred donors with goals to increase average donations and identify major donor prospects.

Donor Communication:

- Draft and manage correspondence with donors, including thank-you letters, newsletters, and special communications.
- Coordinate and execute donor recognition programs, such as appreciation events and recognition in publications.
- Communicate with professionalism and respectfulness both orally and in writing under all circumstances.

Donor Outreach and Engagement:

- Identify opportunities for donor engagement and outreach, including personal meetings, phone calls, and virtual interactions.
- Collaborate with the development team to create and implement initiatives that enhance donor engagement and retention.
- Stay updated on industry trends and best practices in donor relations to continually enhance strategies and processes.
- Encourage donors to participate in HomeFront's planned giving program and join their legacy society.
- Solicit donations and secure financial support by presenting compelling cases for giving, tailoring appeals to individual donor interests, and confidently asking for financial contributions.
- Meet reasonable quarterly targets for fundraising.

Reporting and Analysis:

- Prepare detailed reports on donor engagement and fundraising performance, providing insights and recommendations for improving donor relations and retention.
- Monitor and evaluate the effectiveness of donor relations strategies and make data-driven adjustments as needed.

Recognition and Reporting:

- Ensure timely and accurate recognition of donations through appropriate channels, including public acknowledgments and donor walls.
- Prepare and distribute impact reports highlighting the outcomes and successes made possible by donor support.

Collaboration and Coordination:

- Work closely with other departments, such as communications and development, to ensure cohesive messaging and strategic alignment in donor engagement efforts.
- Coordinate with team members to share information and insights about donor interactions and preferences.

Required Experience and Education

- Bachelor's degree or comparable work experience
- 3+ years of experience in non-profit development or community engagement, preferably related to donor relations
- Proficiency in Blackbaud NXT or a comparable CRM
- Knowledge of fundraising techniques, strategies, and best practices
- Basic database management and proficiency in Microsoft Word, Excel, PowerPoint, Outlook
- Excellent organizational and project management abilities, with the capacity to prioritize multiple tasks and meet deadlines

Preferred Experience and Education

- 3+ years of experience donor relations/donor management
- Knowledge in various giving vehicles, including planned and legacy giving

Physical Demands:

- Must be able to lift up to 25 lbs.
- Must be able to walk, stand and sit for long periods of time.
- Must be able to walk up and down several flights of steps.
- Exposure to the outdoors and inclement weather is possible.
- Job operates in an office setting which routinely uses standard office equipment.

Disclaimer

This position description neither constitutes a contract of employment nor is designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Other duties, responsibilities, and activities may change or be assigned at any time with or without notice. Company may exercise its employment-at-will rights at any time.

HomeFront, Inc. is an equal opportunity employer. We welcome employees and prospective employees without regard to race, religion, national origin, gender, age, disability, marital status, gender identity or expression, sexual orientation or veteran status.