



## POSITION ANNOUNCEMENT

**POSITION:** Fundraising Campaign Manager

**OPEN:** Immediately

**LOCATION:** Washington, DC

**CLOSING:** Until filled

**CONTACT:** Loretta Rodriguez, Senior  
Director of Human Resources

**SALARY:** Commensurate with experience

### BACKGROUND

The National Council of La Raza (NCLR)—the largest national Hispanic civil rights and advocacy organization in the United States—works to build a stronger America by creating opportunities for Latinos. Through its network of nearly 300 affiliated community-based organizations, NCLR reaches millions of Hispanics each year in 37 states, Puerto Rico, and the District of Columbia. To achieve its mission, NCLR expands opportunities for Latinos through capacity-building assistance to a national network of multiservice Affiliate organizations rooted in Latino communities; robust and tested program models; applied research, policy analysis, and advocacy; and civic engagement efforts. In addition, NCLR strengthens these efforts with communications and collaboration with a range of external partners.

Founded in 1968, NCLR is a private, nonprofit, nonpartisan, tax-exempt organization headquartered in Washington, DC, serving all Hispanic subgroups in all regions of the country. It has state and regional offices in Chicago, Los Angeles, Miami, New York, Phoenix, and San Antonio.

### SUMMARY

National Council of La Raza (NCLR) is seeking a Fundraising Campaign Manager for its Resource Development team to help develop, implement, and manage upcoming fundraising campaigns. The Campaign Manager will drive identified campaign strategy in managing all aspects of the daily, weekly, and monthly fundraising campaign operations to achieve the organization's goals. The Campaign Manager will play an integral role in identifying, qualifying, cultivating, soliciting, and stewardship of a portfolio of campaign and Annual Fund donors. As part of this role, this individual will be responsible for planning and executing fundraising events, donor meetings and communications, in-house direct mail campaigns, and carrying out administrative functions for the department, as appropriate. The ideal candidate must be able to handle multiple projects simultaneously, and manage face-paced schedules with professionalism, maturity, poise, and confidence.

NCLR's Resource Development team is responsible for raising over significant unrestricted support for the organization annually and through targeted campaigns through corporate, foundation, and individual support. The Development team plays a key role in creatively integrating fundraising activities that promote the work and impact of the organization, strengthen relationships with supporters and funders, and generate much-needed resources for the organization. This position will report to the Senior Vice President of Development and Strategic Initiatives, and will work in

partnership with the Resource Development team and campaign counsel to integrate all campaign-related initiatives and NCLR functions.

## **RESPONSIBILITIES**

- Work closely with the Senior Vice President (SVP), Campaign Chair, and consultant to manage the campaign timeline and promote timely decision-making and activity.
- Manage and support donor visit follow-up by executing pre- and post-meeting research, gift documentation, stewardship, and other activities that assist development officers. Ensures CEO and Leadership team acknowledgement occurs.
- Manage campaign fundraising activities according to the campaign timetable.
- Attend campaign and key fundraising committee meetings, prepare agendas and minutes, distribute volunteer assignments, and ensure follow-ups are completed.
- Manage a portfolio of major gift prospects for the campaign including cultivation, solicitation, and stewardship, as needed.
- Develop campaign systems, policies, and protocols.
- Monitor progress of campaign on a consistent basis using established metrics.
- Coordinate and provide regular campaign communication and briefing for NCLR Leadership, Campaign Steering Committee, Board of Directors, and donors, as appropriate.
- Develop customized cultivation and solicitation strategies for individuals, as well as corporation and foundation prospects.
- With the SVP, provide support for members of the Campaign Steering Committee, such as:
  - Ensure adherence to Steering Committee Member job descriptions and tools tailored for each member.
  - Support the Steering Committee as they fulfill their roles and reach campaign fundraising goals.
- Monitor the top prospects and donors assigned to the SVP and the CEO.
  - Assist in identifying and qualifying prospects for each portfolio.
  - Assist in developing individualized cultivation and solicitation strategies.
  - Provide research and briefings.
  - Identify and track appropriate follow up to visits.
- Work with the Resource Development team to develop a calendar of events.
  - Establish a series of cultivation events.
  - Create replicable events.
  - Plan for the public launch of the campaign.
  - Plan for campaign celebrations at appropriate milestones.
- Work with the campaign counsel, NCLR Marketing Department and designated vendors to establish a campaign communications plan.
  - Identify communications vehicles for each campaign phase.
  - Develop messaging for events.
  - Plan for announcements including early gifts and the launch.
  - Oversee design and preparation of collateral and electronic materials.
  - Assist with drafting communication content for press releases, articles, and other communication channels, as needed.
- Ensure that the campaign strategies are implemented in concert with and complementary to the Annual Fund for NCLR, specifically during the public phase of the campaign.

- Maintain and update databases, charts, and other systems for tracking and reporting campaign information and activity. These include donor profiles, solicitation strategies, plans and status of each as well as gift indications, pledges, realizations, and acknowledgements.
- Ensure that the campaign remains a top institutional priority.
- Other duties as assigned.

## QUALIFICATIONS

Bachelor's degree, plus three to five years of successful experience in nonprofit fundraising, with specific experience in capital campaigns, individual giving and major gifts, and direct mail and digital solicitations.

- Detail-oriented, highly organized, self-starter, capable of taking direction but working independently, as well as working collaboratively with a teams and committees.
- Results-oriented, mission-driven individual.
- Familiarity with fundraising principles and practices.
- Excellent writing, communication, presentation and organizational skills.
- Ability to manage multiple tasks simultaneously.
- Experience working effectively with multiple constituencies, including nonprofit boards and high-level donors.
- Successful track record of researching, cultivating, soliciting, and stewarding five and six figure gifts.
- Demonstrated ability to move projects forward according to their timeline.
- Ability to exercise good judgement and demonstrate an understanding of ethics related to development activities.
- Ability to handle confidential and privileged information with discretion.
- Friendly and collegial interpersonal skills.
- Demonstrated ability to work with and across teams and committees to effectively manage a project to completion.
- Excellent Microsoft Excel, Word, and PowerPoint skills.
- Experience with funder and donor database software, email marketing, and wealth screening software.
- Experience with donor management systems and databases.
- Familiarity with Latino-serving nonprofit organizations.
- Understanding of and commitment to NCLR's mission.
- Ability to travel and work occasional nights and weekends.

**Please note:** Only those applicants who submit a cover letter and résumé will be considered for this opportunity. Please include “**Fundraising Campaign Manager**” in the subject line of any email submissions.

### **SEND COVER LETTER AND RÉSUMÉ TO:**

National Council of La Raza  
 Raul Yzaguirre Building  
 1126 16th Street NW, Suite 600  
 Washington, DC 20036  
 Attn: Loretta Rodriguez  
 ([hrmail@nclr.org](mailto:hrmail@nclr.org))

***No phone calls, please!***

EQUAL OPPORTUNITY EMPLOYER. *All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education institute.*