

# Nebraska Lutheran Outdoor Ministries

## Job Description

**Position Title:** Annual Fund Officer

Date: December 9, 2024

**Reports To:** Director of Development

### Summary of Responsibilities

The Annual Fund Officer is responsible for developing and executing strategies to grow annual giving at Nebraska Lutheran Outdoor Ministries (NLOM). This role focuses on strengthening monthly giving, identifying mid-range donors with the capacity to elevate their support, and engaging new donor segments—including camper families, retreat guests, and Summer Ministry Team alumni—who align with NLOM's mission and programs.

### Position Responsibilities

1. Become a donor to NLOM
2. Lead efforts to ensure donor pipeline viability
3. Identify and cultivate existing donors in the \$250–\$999 range, creating personalized strategies for increased giving
4. Proactively identify new donor prospects
5. Develop and implement proactive prospecting methodologies
6. Identify matching gift opportunities and assist donors in securing company matches to amplify their impact
7. Collaborate with the Development Support Specialist to define target audiences for appeals and campaigns, tailoring messaging to each segment
8. Prepare and submit reports detailing annual fund performance and donor engagement metrics
9. Support the creation of annual fund materials, such as newsletters, reports, and stewardship communications
10. Conduct a minimum of 20 visits per month with potential or current donors, incorporating asks for increased giving when appropriate
11. Assist with planning and executing special events that engage annual fund donors
12. Ensure records for assigned donors are current, accurate, and updated in NLOM's donor database
13. Maintain knowledge of current tax-wise giving options to advise donors as needed
14. Work collaboratively with other NLOM staff members and volunteer teams
15. Report progress regularly to the Director of Development
16. Other duties as assigned by the Director of Development

### Professional Expectations and Requirements

1. Adhere to ethical development practices and abide by the Association for Christian Fundraisers' "Code of Ethical Principles and Practices"
2. Maintain confidentiality of sensitive materials, particularly donor data
3. Strong understanding of NLOM's mission, policies, and procedures
4. Knowledge of annual fund development principles, techniques, and best practices

5. Adhere to ethical development practices and abide by the ACF (Association for Christian Fundraising) “Code of Ethical Principles and Practices”

#### Skills Necessary

1. Skilled in identifying and cultivating relationships with potential donors in mid-range giving levels
2. Ability to develop targeted campaigns to attract new donor segments
3. Strong written, verbal, and interpersonal communication skills
4. Excellent organizational skills with the ability to manage multiple projects and meet deadlines
5. Ability to work independently and demonstrate initiative in a self-directed role
6. Proficiency in Office software (Microsoft Word & Excel)
7. Proficiency with a donor database – preferably Bloomerang
8. Passion for NLOM’s mission and the ability to communicate its impact effectively
9. Comfortable with various working hours, including days, evenings, and occasional weekends
10. Willingness to travel as needed to meet with donors and attend events
11. Valid driver’s license and a good driving record

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