



Position Title: Digital Fundraising Associate

Department: Development

Reports to: Donor Relations Manager

The Challenge

Plan, support, execute and grow digital fundraising at Morris Animal Foundation.

About Morris Animal Foundation

Established in 1948, Morris Animal Foundation is dedicated to improving and protecting the health of animals through scientific innovation, education and inspiration. Our investment in research has yielded life-saving vaccines, new treatments for critical diseases, superior screening tests, and advanced diagnostic tools. We respond to emerging animal health threats that endanger entire species and make new discoveries in basic animal biology to support applied research. With every study we fund - more than 2,600 to date - we strive to advance the science of veterinary medicine, honoring the founding principles of Dr. Mark L. Morris Sr. to benefit animals worldwide.

Golden Retriever Lifetime Study

The Golden Retriever Lifetime Study is one of the largest, most comprehensive prospective canine health studies in the United States. The Study's purpose is to identify the nutritional, environmental, lifestyle and genetic risk factors for cancer and other diseases in dogs. Each year, with the help of veterinarians and dog owners, the Foundation collects health, environmental and behavioral data on 3,000+ enrolled golden retrievers.

The Opportunity

Support the digital fundraising strategies of the Morris Animal Foundation Membership Program by driving and executing a targeted digital communication strategy to maximize Annual Giving revenue through promotion of the Morris Animal Foundation mission and values, migrating donors up the ladder of engagement. Also, collaborate with the Marketing & Brand Strategy team to manage the digital tools needed to create tailored messaging to segmented audiences through various channels based on several identifying factors.

The Team

The Digital Fundraising Associate will be a valued member of the Development Team, more specifically the Annual Giving Team. The Digital Fundraising Associate will also work in close collaboration with the Digital Marketing Team within the Marketing & Brand Strategy Team.



The Skill Set

- An understanding of digital fundraising techniques and donation form management, and proactivity to keep current with best practices
- Experience managing automated email campaigns using marketing automation software
- Ability to create responsive emails in HTML/CSS and manipulate email templates
- Excellent organizational skills, strong verbal and non-verbal interpersonal communication skills
- Comfortable communicating to a diverse donor pool and audience
- A proven ability to handle multiple priorities and deadlines with attention to detail

Within three months, you will:

- Audit current email messages to various audience types, including welcome series, cultivation, and solicitation calendar and strategies
- Learn and understand Morris Animal Foundation's digital tools and donor database to maximize segmentation opportunities
- Audit online donation forms
- Work closely with Digital Marketing Associate on current and future email marketing strategy, ensuring all communications fit within existing workflow and brand standards
- Accurately communicate relevant constituent information to database team, and maintain standards in data hygiene and verification

Within six months, you will:

- Develop, execute, and test email messages to several audience types with varying expected revenue-forward outcomes
 - Leverage quarterly campaigns to solicit additional gifts from existing donors, and to re-engage lapsed members
 - Manage segmented emails to mid-level and monthly donors to cultivate and upgrade their support
 - Support email messaging to Peer to Peer and Tribute donor constituencies, among others
- Manage strategy, content and testing for online donation forms to increase revenue and maintain maximum efficiency in gift processing and acknowledgement
- Track and report on digital donations using a combination of Salsa Labs Engage, Blackbaud Raiser's Edge and other tools, as necessary

Within one year, you will:

- Develop, execute, and test email messages to additional audience types
 - Create and maintain e-renewal series to lapsing donors
 - Audit member nurture/new donor campaigns to cultivate donors and increase retention
 - Test, execute and evaluate donor acquisition strategies from email prospect pools
- Research and implement best practices and innovative ideas in digital fundraising
- Help create online surveys and event pages as needed to support donor engagement
- Handle additional projects as requested by Development department leadership

**Position Requirements:**

- Adhere to the Foundation's safety policies and procedures and encourage others to do the same
- Participate in building a culture of accountability, performance and trust
- Promote and adhere to Foundation Core Values: Excellence, Respect, Compassion, Collaboration, Innovation, and Determination

Additional Desired Qualifications

- Two to three years' experience in digital marketing or fundraising and/or an undergraduate degree from an accredited college
- Experience working with Salsa Labs Engage and Blackbaud Raiser's Edge
- Proficiency using Microsoft Office Suite
- Experience using Google Analytics
- An understanding of donor psychology as it relates to younger audiences
- Content creation and proofreading skills
- Experience with social media fundraising and targeted advertising

Benefits

Morris Animal Foundation offers competitive pay with ample growth and professional development opportunities for its employees. A full benefits package includes paid employee health, dental, vision, LTD, life insurance and a matched 403b retirement account. Employees are given a lifestyle and fitness reimbursement, work from home equipment reimbursements and paid sick and parental leave. Come be a part of a compassionate and collaborative organization that is bursting with pride for its mission!

Position Specifications: Full-time, exempt position.

Salary Range: \$47,700 - \$52,100

How to Apply

Please email your resume, cover letter and salary requirements in a Word document or PDF, labeled with your complete name to Erin Gillette at egillette@morriscanalfoundation.org. Please list Digital Fundraising Associate in the subject line of your email. **Incomplete and/or inaccurate applications will not be considered.**