



Donor Engagement Manager
Development

Reports to Director of Individual Giving
FLSA Status: Exempt
Full-Time

2025
Job
Description

POSITION OVERVIEW

The **Donor Engagement Manager** will support Greater Indy Habitat's individual giving program to strategically maximize fundraising, relationships, and engagement opportunities with donors. With a focus on mid-level and annual fund donors, this position will execute strategies for identification, cultivation, solicitation, and stewardship to grow support from individual donors. The Donor Engagement Manager reports to the Director of Individual Giving.

PRIMARY RESPONSIBILITIES¹

- Manage plans for annual donor cultivation, solicitation, and stewardship to support individual giving goals.
- Expand and implement strategies to increase membership in Habitat's Builders Circle (annual donors \$500+), with support from the Director of Individual Giving.
- Create and manage Builders Circle and donor-recruitment events to engage current donors and acquire new supporters.
- Work in collaboration with the team to provide mission-driven experiences, such as donor site visits or volunteer engagement opportunities.
- Monitor and analyze giving data to identify trends, measure progress toward goals, and inform donor communication and conversion strategies in collaboration with the Donor Database Coordinator.
- Manage the donor communication calendar incorporating collaborative direct marketing efforts with Habitat International, major donor and comprehensive campaign timelines.
- Qualify a caseload of mid-level donors to increase major and planned gift commitments.
- Implement and support database strategy with the Donor Database Coordinator to ensure accuracy and cleanliness of the donor database (Raiser's Edge NXT).
- Collaborate with the Marketing Manager to create donor-centric print and digital materials and incorporate giving throughout the brand.
- Represent and articulate Habitat's mission, vision, and values to its existing and potential constituents and supporters. Enhance the awareness of Habitat and its mission throughout the Greater Indy area.
- Support the Development department in fundraising and communication efforts as may be required.

ACCOUNTABILITY ITEMS

- Annual Giving Program
- Builders Circle Donors
- Donor Events

¹ This job description is not intended to be all inclusive. Employee may perform other related duties as required to meet the ongoing needs of the organization.



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KNOWLEDGE, SKILLS & ABILITIES²⁻

- Ability to articulate Habitat's mission and the critical need for safe, decent, and affordable housing in Greater Indy to donors, prospects, volunteers, and other stakeholders.
- Capable of managing projects, processes, deadlines, and a budget while adhering to the policies and procedures of the organization.
- Ability to effectively communicate verbally and in written form with a variety of individuals with diverse backgrounds, education, and communication levels.
- High detail orientation and accuracy.
- Ability to maintain confidentiality and demonstrate a high level of ethics, integrity, and initiative.
- Ability to compile and interpret comprehensive reporting.
- Possess the ability to network and understand the connections between donors, volunteers, and stakeholders.
- Self-starter with the ability to work independently, as well as in a team structure.
- Capacity to work under pressure and meet deadlines while maintaining positive regard for others.
- Proficiency and ability to learn and utilize various types of software and database platforms.
- Ability to work a flexible schedule.

EDUCATION, EXPERIENCE, & CREDENTIALS

- 3-5 years of relevant fundraising experience preferred.
- Experience with donor software management; Raiser's Edge experience a plus.
- Experience with affordable housing and/or community development a plus.

PHYSICAL REQUIREMENT TO PERFORM THIS JOB³⁻

- Utilize the telephone and communicate with others, inside and out of the office environment.
- Ability to be sedentary for extended periods of time.
- May involve some physical activity, ability to lift approximately 25 pounds.
- Manual dexterity and visual acuity for computer keyboarding, office equipment use, and detailed reports and information.

Employee Signature: _____

Date: _____

Supervisor Signature: _____

Date: _____

² Including but not limited to the following. These are necessary abilities to perform the primary responsibilities listed above.

³ These are abilities the employee would need to perform the essential functions of the job with or without reasonable accommodations.