

Special Olympics
Olympiques spéciaux
Canada



Director, Individual & Community Giving

Position Profile



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Position Overview

Organization: **Special Olympics Canada**

Title: Director, Individual & Community Giving

Reports to: Vice President, Fund Development

Team: Two: Database Operations Specialist & Donor Relations Coordinator

Location: Hybrid. When in office: 21 St. Clair Avenue East, Suite 600, Toronto

Is this you?

Are you a forward-thinking direct response marketer looking to build upon a foundation of success and profitable growth? Collaborative, intelligent, analytical, detail/data-driven, resilient, and positive are words that others would use to describe you. You are innovative and creative; you consider yourself a builder and love seeing programs you are accountable for flourish.

Are you a self-starter who enjoys having a role that will require you to work within a national Federation and influence through collaboration with the provincial and territorial Chapters? You are passionate about direct marketing and love studying and implementing new techniques and adopting high growth channels (e.g. Planned Giving and Major Gifts).

Do you have proven experience leading and building a high-performance team? You are ready, willing, and able to provide insight and innovation to a portfolio? You want to work with a people-friendly, high-performance team that's both collegial and demanding and are looking for colleagues who share your passion, intellect, and professionalism.

Are you a confident presenter who enjoys pitching to a boardroom of dedicated volunteers? Are you known for your ability to effectively manage vendors, holding them accountable against achieving the objective? Do you like working cross functionally within your organization, bringing people together to accomplish a common goal?

Do you believe in the transformative power of sport? Do you have a passion for helping children, youth and adults with an intellectual disability? Are you determined to change attitudes and create a more inclusive and open society?

Does the opportunity to build upon growth strategies around Individual Giving including Planned Giving excite you?

If this sounds like you, then please read on ...

Special Olympics Canada Background

Special Olympics Canada (SOC), a program within the worldwide movement, is dedicated to enriching the lives of Canadians with an intellectual disability through active participation in sport. SOC is a national not-for-profit grassroots organization that provides sport training and competition opportunities for more than 41,000 athletes of all ages and abilities. More than 17,500 volunteers, including over 14,000 trained coaches, currently support Special Olympics programs every day in 350+ communities across Canada. Special Olympics Canada's programs are supported by corporate sponsorship, fundraising activities, government funding, foundations, individual donors and the involvement of volunteers. Special Olympics in Canada follows a federated program delivery model with a national office and twelve provincial/territorial incorporated Chapters. For more information please visit: www.specialolympics.ca

The Vision

Special Olympics Canada's vision is that sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all across Canada.

The Mission

Special Olympics Canada is dedicated to enriching the lives of Canadians with intellectual disabilities through sport.



Our Values Special Olympics
Olympiques spéciaux
Canada

EMPOWERMENT
We create opportunities to pursue full potential

EXCELLENCE
We elevate standards and performance

RESPECT
We operate in an environment of cooperation, collaboration and dignity

DIVERSITY
We honour what is unique in each individual

INCLUSION
We foster inclusive communities

Position Overview

The **Director, Individual & Community Giving** is a vital role reporting to the Vice President, Fund Development and will be a valued member of the Special Olympics National office.

This role will be an integral part of the Fund Development team and will inherit and lead a team currently comprised of two exceptional employees. The Director will have experience and success executing omni-channel individual giving campaigns, including face-to-face and digital. The Director will be comfortable working cross functionally internally and will have experience selecting and managing external outsourced vendors.

The Director will be responsible for the management and continued growth of the comprehensive, strategic, and integrated effort to further build SOC's base of individual donors. The priority will be to grow the National integrated direct marketing program and build upon the foundation for the comprehensive philanthropy strategy around Individual and Community Giving. Planned Giving has also been identified as an area of opportunity for the Canadian movement and our Director will work with the provincial/territorial Chapters and the Special Olympics Canada Foundation (SOCF) on the further development and oversight of a Planned Giving strategy.

Beginning five years ago, SOC piloted and then rolled out a National integrated direct marketing program, which was based on the success of a similar Individual giving program operated in the US by Special Olympics International (SOI). SOC and SOCF jointly invested in originating their own program in Canada, for the benefit of the Canadian movement, with a strong face-to-face acquisition model, as well as direct mail and digital. The organization has retained two vendors (a mailing house and a face-to-face agency) while digital has been managed in house. The program has since grown significantly with the inaugural Director (who was in the role for over six years) overseeing the strategy and implementation, working closely with the participating Chapters, and measuring and continually optimizing and growing the program. Our incumbent will be responsible for implementing, measuring, and continually optimizing the program, which has very positive results to-date and projections. SOC has created a turnkey program for participating Chapters, where once they choose to participate, they benefit from this team's ability to maximize the program in all areas, from implementation to analysis to measurement.

SOC is experiencing an exciting period post-pandemic, rebuilding, and growing. The successful candidate will contribute to shaping a dynamic and impactful movement while leading and growing an increasingly important National revenue source. While Special Olympics in Canada has strong grassroots financial support at the provincial/territorial Chapter level, individual giving is an area SOC has focused on only since 2017, and there is an opportunity to significantly grow.

SOC is fortunate to have several affiliated organizations that raise significant funds and awareness for the movement in Canada, including the SOCF (SOC's partner in launching the national direct marketing program and planned giving) and the Law Enforcement Torch Run (LETR). These organizations have contributed significantly to the movement over their histories

and experienced impressive growth. The Director will collaborate and help steward the affiliated organizations, working to further increase their impact within the movement.

Primary Responsibilities

The key accountabilities of the role are:

- Own the accountability for the individual giving program in Canada, acting as the lead between, and collaborating with, the selected vendors and the participating Chapters, including providing the direction for the strategy, budgets, content creation and management, design, data, mailing, tracking and reporting
- Oversee, coach and develop a current team of two
- Manage and engage external vendors (cost containment, orienting, monitoring performance and required metrics, etc.)
- Build strong relationships, service and collaborate effectively with all provincial/territorial Chapters on individual giving initiatives, cultivation and stewardship
- Manage the analysis of the program results with the integrated direct marketing program National committee to adjust strategies and plans as necessary to maximize results
- Introduce and stay current with best practices, innovative approaches and new opportunities to grow effectiveness and efficiency of programs
- Identify other individual giving opportunities and programs and develop and implement strategies to build and secure those revenue sources, including, in time, major gifts (with the eventual oversight of team expansion to support new revenue sources)
- Oversee the implementation of a National Planned Giving strategy through the partnership with an external vendor and the SOCF
- Work with the SOC IT team and other members of the Fund Development team to fully implement and the current CRM system and maintain accurate prospect and donor records; there will be a database migration in the near future which the Director will work closely with teams on the integration
- Work with the SOC IT and Marketing and Communications teams to create and manage SOC online donation pages and support Chapters to help them maximize online giving technology and pages; work with IT to stay informed of technological advances and product development to ensure online giving vehicles remain relevant
- Work collaboratively with the SOCF on jointly funded Individual and Planned Giving initiatives
- Collaboratively work with and support the LETR National Director, LETR National Council and the Chapters to further grow LETR activities, increase revenue and awareness, and steward its volunteers and donors
- Provide guidance and support to Chapters on Individual Giving
- Establish and monitor annual goals, plans, metrics and budgets; Work with SOC Finance on implementing and reporting on accurate revenue sharing with participating Chapters

- Work with the other members of the Fund Development and Finance teams to develop and execute best practices in donor stewardship, gift processing and reporting and acknowledgments

Ideal Candidate Profile

Our successful candidate will have:

- 7-10 years of successful annual fundraising experience and success, including extensive knowledge of direct and digital response marketing
- Strong leader with a passion for mentoring and coaching staff
- Strong ability to build a rapport with internal staff, Chapters, board volunteers and others
- Possess excellent verbal and written communications and presentation skills with meticulous attention to detail, leadership and managerial skills with a strong client service orientation; a self-starter who can work independently
- Experience in developing and leading an innovative and growing individual giving fundraising program with an emphasis on face-to-face fundraising, and possess the curiosity and lifelong learning style that equates to future growth and success
- Experience in and understanding of donor database management, analysis, digital and social media tools and on-line giving platforms and strategies
- Ability to work collaboratively in a complex National environment with a range of stakeholders and operational factors
- Excellent organizational and project management skills and the ability to work under the pressure of shifting priorities and demands while leading multiple projects
- Demonstrated experience in strategic thinking, decision-making and problem solving while at the same time be comfortable rolling up their 'sleeves' and doing
- Positive, results-oriented approach with the interpersonal skills and integrity that inspires trust and confidence
- Passionate about the transformative power of sport and its positive impact on individuals will be considered an asset, or possess a deep interest in learning about this sector and its impact
- Advanced knowledge of current and evolving trends in individual giving
- Experience working in a national/international, Chapter based organization is an asset
- Ability and willingness for some domestic travel, as well as work some evenings and weekends
- Experience and knowledge of CRM systems, ideally experience selecting and implementing new systems
- Related post secondary education, fundraising designation considered an asset
- Bilingualism (English and French) is highly desirable



Application Instructions

An equal opportunity employer committed to employing a diverse workforce, SOC invites all interested individuals to apply and encourages applications from people with disabilities, Indigenous, Black, and racialized individuals, as well as people from a diversity of ethnic and cultural origins, sexual orientations, gender identities and expressions. SOC is committed to providing an inclusive and barrier-free work environment, beginning with the recruitment process. If you have restrictions that need to be accommodated to fully participate in any phase of the recruitment process, please advise Preston Human Capital in confidence.

If you do not see yourself fully reflected in every job requirement listed on this posting, we encourage you to consider the role. Research has shown candidates from underrepresented groups often only apply when they feel 100% qualified. We encourage applicants who are members of groups that have been marginalized on any grounds enumerated under the Ontario Human Rights Code to consider this opportunity.

With gratitude and respect, we acknowledge that the Special Olympics Canada office is located on the traditional territories of many nations including the Huron-Wendat, the Seneca, the Haudenosaunee Confederacy, and the Mississaugas of the Credit. We also recognize that this land remains the home to many diverse First Nations, Métis, Inuit and Indigenous Peoples today.

If you are looking for an outstanding challenge, working with a great team, apply now! Please email your application to Lindsay Preston: Lindsay@phcap.ca. Please note the application deadline is January 31, 2024.