## **Donation Manager**

### **Overview:**

The Donation Manager plays a pivotal role in securing financial support for IOU’s 1MAS scholarship program and other projects. They are responsible for developing and implementing fundraising strategies, engaging with donors, and maintaining the donation platform. This position requires a blend of interpersonal skills, strategic thinking, and technical proficiency.

### **Responsibilities:**

1. **Fundraising Strategy and Execution:**
   * Develop and execute a comprehensive fundraising strategy aligned with IOU’s mission and goals.
   * Identify potential funding sources, including crowdfunding platforms (e.g., LaunchGood, Muslimgiving), high net-worth individuals (HNWI), corporate/institutional donors and external partners.
   * Work closely with the bursary department to gain insights into their requirements, collect impactful data and testimonials, and then develop strategic fundraising campaigns based on this information.
   * Develop and execute targeted donation-driven advertising campaigns across digital channels (social media, email, etc.).
   * Monitor campaign performance metrics (click-through rates, conversion rates, cost per acquisition) to achieve industry-standard return on investment (ROI).
   * Collaborate with the marketing and content team to create compelling fundraising campaigns that fall within the organizational brand guidelines.
2. **Donor Engagement:**
   * Cultivate relationships with existing donors and prospective supporters.
   * Communicate IOU’s impact and scholarship program effectively to inspire donations.
   * Personalize donor interactions, acknowledge their contributions, and express gratitude.
   * Collaborate with on-ground reps and SCs to raise funds from local donors.
3. **Crowdfunding Campaigns:**
   * Plan and manage crowdfunding campaigns on platforms like LaunchGood or similar platforms.
   * Create engaging content (videos, stories, updates) to attract donors.
   * Monitor campaign progress, respond to donor inquiries, and adjust strategies as needed.
4. **High Net Worth Individuals (HNWI) Outreach:**
   * Research and identify potential HNWI donors who align with IOU’s mission.
   * Develop tailored approaches to engage HNWI, whether through personal meetings, events, or networking opportunities.
   * Maintain confidentiality and professionalism in all interactions.
5. **Engage Institutional Donors:**

* Develop a list of charitable organizations, institutions, and businesses that could be solicited for donations
* Manage and oversee the fund raising proposal with such institutions
* Engage with stakeholders

1. **External Partnerships:**
   * Collaborate with external organizations, businesses, and foundations to secure funding.
   * Negotiate commission-based partnerships for fundraising efforts.
   * Ensure alignment with IOU’s values and ethical standards.
2. **Donation Platform Management:**
   * Oversee the website for donations (built on WordPress or other platforms).
   * Regularly update donation pages, optimize user experience, and troubleshoot technical issues.
   * Ensure compliance with data privacy regulations (GDPR, CCPA, etc.).
3. **Financial Reporting and Accountability:**
   * Track donations, prepare financial reports, and analyze fundraising performance.
   * Maintain accurate records of donor contributions.
   * Collaborate with the finance team to reconcile donations.
4. **Stewardship and Recognition:**
   * Implement donor recognition programs (e.g., acknowledgment letters, certificates, events).
   * Show appreciation to donors through personalized gestures.
   * Foster long-term relationships to encourage repeat donations.

### **Required Skills:**

* **Communication Skills:**
  + Excellent written and verbal communication to engage donors effectively.
  + Ability to craft compelling fundraising appeals and stories.
* **Relationship Building:**
  + Strong interpersonal skills to connect with donors, partners, and HNWI.
  + Empathy and active listening to understand donor motivations.
* **Fundraising Expertise:**
  + Knowledge of fundraising techniques, including social media advertising, crowdfunding, major gifts, and grant writing.
  + Experience in donor prospecting and cultivation.
  + Fundraising landscapes evolve; the Donation Manager should stay informed about industry trends and adapt strategies accordingly.
* **Technical Proficiency:**
  + Familiarity with WordPress or similar content management systems.
  + Basic understanding of web analytics and donation tracking tools.
* **Ethical Conduct:**
  + Maintain Islamic ethics, integrity, transparency, and confidentiality in all fundraising activities.

### **Desired traits:**

* **Cultural Sensitivity:**
  + Awareness of cultural nuances when engaging with donors from diverse backgrounds.
  + Respect for different giving traditions and practices.
* **Passion for Education:**
  + A genuine belief in the transformative power of education and a commitment to IOU’s mission.

### **Qualifications:**

* **Education:** Bachelor’s degree in marketing, communications, nonprofit management, business, or a related field.
* **Experience:** At least 3-5 years of experience in fundraising, donor management, or nonprofit development roles.

Additional thoughts:

The Donation Manager should be an ambassador for IOU’s cause. Their passion, empathy, and strategic thinking will drive the success of the 1MAS and IOU

We need a ‘tiger’ who will take full ownership of the department and has a passion for donations