



# Camp Twin Lakes

## Director of Individual Giving

### Job Description

**Title:** Director of Individual Giving  
**Status:** Professional- Full Time  
**Department:** Development  
**Reports to:** Chief Development Officer

Camp Twin Lakes (CTL) is a nonprofit organization that provides year-round recreational, therapeutic, and educational programs for children and young adults facing serious illnesses, disabilities, and life challenges. In collaboration with more than 60 partnering organizations, Camp Twin Lakes provides transformative camping experiences at two fully accessible campsites in Rutledge and Winder, Georgia. For more information, please visit our website at [www.camptwinlakes.org](http://www.camptwinlakes.org).

#### **Summary:**

The Director of Individual Giving will report directly to the Chief Development Officer. The Director is responsible for CTL's relationships with individual donors, including identifying, soliciting, cultivating, and stewarding current and potential donors. The Director's primary responsibilities will include the strategy, coordination, and execution of Camp Twin Lakes' Individual Giving campaigns and managing a robust portfolio of mid-level individual donors. The Director will work with CTL leadership, Development Committee, and the Development Team to meet annual development goals. This role will also provide staff support for fundraising and volunteer events.

#### **Essential Duties and Responsibilities:**

Responsibilities include the following, other duties may be assigned.

- Manage Individual Giving Campaigns including setting strategies for prospecting, cultivation, stewardship, and retention.
- Steward and solicit prospective and major donors using different tactics, including personal meetings, telephone, e-mail, and direct mail.
- Manage, cultivate, and steward portfolio of mid-level donors, meeting annual fundraising goals
- Identify and cultivate prospect major gift donors using moves-management philosophy
- Provide camp tours and present Camp's mission and needs to current and prospect donors
- Provide staff support for the Development Committee.
- Cultivate relationships and support from individual donors for Annual Campaign, Special Event Support and In-Kind donations.
- Develop a strategy for staff involvement and support in Annual Campaign.
- Work with Chief Development Officer to increase major gift donors in the Camp Counselor Circle Giving Society.
- Establish and implement processes to provide exceptional donor recognition and stewardship.
- Collaborate with Camp program staff to gain stories and testimonials to share with donors
- Assist with weeknight or weekend events as needed.

#### **Additional Requirements:**

- A team player that routinely shares information and works collaboratively with volunteers, staff, and the community and always exhibits a high degree of professionalism.
- Strong interpersonal skills.
- Excellent writing, public speaking, and communication skills. Must be able to clearly articulate the case for support.
- Must be comfortable employing a variety of outreach tactics including phone calls and in-person meetings to solicit and steward donors.
- Demonstrates high integrity and personal productivity as an example to volunteers, staff, donors, etc.
- Proven experience, knowledge, and proficiency in managing a broad array of fundraising techniques including major gift programs, annual fund campaigns, direct mail, and online solicitation.

- Experience developing compelling case statements for various fundraising efforts.
- Proficiency in Microsoft Word, Excel, Power Point, and Raiser's Edge or Salesforce preferred.
- Minimum of 3 years relevant experience with success in managing an individual donor portfolio.

**Resume and Writing Sample:**

Writing Sample:

Develop a narrative for a new donor who is considering a first-time donation to Camp Twin Lakes. Highlight compelling reasons why the donor should consider supporting Camp Twin Lakes. Feel free to format as a proposal or as a cover letter to the potential donor. Your writing sample should not exceed 1 page. Relevant information about Camp Twin Lakes can be found at [www.camptwinlakes.org](http://www.camptwinlakes.org)

Please provide a resume and a writing sample to [careers@camptwinlakes.org](mailto:careers@camptwinlakes.org).