



JOB DESCRIPTION

The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.

Title: Annual Giving Manager

Department: Development

Reports to: Director of Development

Status: Full-Time, Year Round

Salary Range: \$76,000-\$104,000

Location: Based in Santa Monica office with the opportunity to work remotely occasionally. Encouraged to work from Camp in Lake Hughes, CA a few days per month.

Anticipated Start Date: August 5, 2025

Date updated: June 12, 2025

About The Painted Turtle

For twenty years, The Painted Turtle has delivered the joy and wonder of Camp to over 200,000 children with serious illnesses and their families through life-changing and medically safe camp experiences provided completely free of charge----at our 173-acre Campsite in North Los Angeles County, through hospitals across California, and in communities where our campers live. Our programs inspire children to try new things, and Camp outcomes demonstrate the positive impact that a Painted Turtle experience has on a camper's sense of confidence, independence, and belonging.

The Painted Turtle is a member of the SeriousFun Children's Network, founded by actor and philanthropist Paul Newman. The Network's 30 camps and programs are considered the world's finest multi-disease medical camps and programs and to date, have delivered over 1,700,000+ camp experiences to children and families throughout 5 continents and in over 50 countries. Additionally, for the second year in a row, out of tens of thousands of Camps across the US, The Painted Turtle is listed in the top **500 Best Summer Camps** by *Newsweek* for 2023: [America's Best Summer Camps 2023 \(newsweek.com\)](https://www.newsweek.com/america-best-summer-camps-2023-1698444)

As we enter our third decade, we are guided by a three-year strategic plan launched in 2023 with a bold vision to **bring the magic of Camp to as many children with serious medical conditions and their families as possible**. Building on the solid foundation we have created in our first two decades, we are in the midst of an ambitious growth campaign to reach \$10 million in revenue by 2026. To ensure that Camp is always free for the campers and families we serve, we are looking for talented and dynamic fundraisers to join our world-class team; individuals who are enthusiastic about our cause and aligned with our seven core values of Joy, Vision, Compassion, Heart, Trust, Community and Courage. If this describes you, we look forward to hearing from you!

The Opportunity

We are looking for an initiative-taking and experienced fundraiser with a proven record in the non-profit sector to serve as The Painted Turtle's Annual Giving Manager. Reporting to The Director of Development, the Annual Giving Manager is responsible for designing and implementing a fresh, multi-channel Annual Giving Plan to generate \$1.6 to \$2 Million in revenue annually.

Key Responsibilities

Develop Annual Giving Plan Strategies and Components

- Create and execute a comprehensive Annual Giving Plan to ensure TPT can successfully cultivate, solicit, and steward donors to meet annual goals.
- Use segmentation tools, historical TPT donor data and industry trends to inform strategies and tactics to retain current donors, re-engage lapsed donors and cultivate a robust pipeline of new donors.
- Conduct research and data analysis on an ongoing basis to ensure donor information in Raiser's Edge is current and accurate.

Lead, Drive and Inspire Annual Giving Plan Implementation

- Design, coordinate, implement and monitor execution of all Annual Giving Plan components in close collaboration with the TPT communications team.
 - Includes Summer Campership, Giving Tuesday, and End of Year Appeals
- Spearhead the monthly Fireside Friend's program through strategies that increase both membership and per member revenue in alignment with industry benchmarks.

Cultivate, Steward and Maintain Donor Relationships

- As TPT's champion of Annual Giving, cultivate, steward, and maintain an assigned portfolio of diverse donors through various touchpoints including Camp tours & visits, meetings, phone calls, events, and personalized emails/correspondence.
- Coordinate Board participation in appeals in conjunction with the Director of Development.

Leverage CRM/Raiser's Edge Data Management, Analysis and List Management to Drive Decision Making

- Utilize Raiser's Edge as a daily tool to analyze individual giving trends and to develop insights to inform Annual Plan campaigns and activities.
- Support the Development Assistant's professional growth goals in collaboration with the Director of Development.
- Ensure gift processing entry and reporting are timely, accurate, efficient, and reliable.
- Assist the Development Director with major gift and capital campaign donor recognition.

Design and Develop Annual Giving Campaigns and Appeals

- Plan, design, write, and execute various donor communications including reports, annual report, invitations to visit Camp, postcard mailers, camper profile pieces, holiday cards, greeting cards, TPT donor swag, and award nominations in collaboration with The Painted Turtle's Communications Team and annual communication plan.
- Drive TPT Annual Report content creation in conjunction with the TPT Communications team and other departments. Assist the Development Director with donor recognition for major gifts, capital campaigns and the annual honor roll.
- Monitor and maintain the stock of stewardship items and order as needed.

Candidate Profile

The ideal candidate will possess the following professional and personal qualities, skills, and characteristics:

- **You are an Analytical Thinker** with demonstrated experience in developing, leading, and implementing program strategies.
- **You are an Enthusiastic Fundraiser**, with 3-5 years of success in mission-driven non-profit organizations.
- **You are an Exceptional Communicator and Storyteller** in Oral and Written Communications
- **You Value and Are Experienced in Data-Driven Analysis** and decision-making.
- **You Love to Collaborate** across Diverse Teams in Fast-Paced Environments
- **You are Intellectually Curious** and have a desire for continuous learning.
- **You Prioritize Joy and Heart** in your work and life.

Required Experience and Skills

- Minimum 3-5 years of progressively responsible experience in annual fundraising with individual donors
- Prior experience managing the strategy and execution of a successful annual fundraising campaign with a clear record of success.
- Demonstration of exceptional communication skills, including writing, research and presenting
- Experience with CRM Fundraising Platforms, (Raiser's Edge preferred)
- Experience managing online fundraising campaigns.

Education/Experience

- Bachelor's degree (B. A.) from a four-year college or university.

Compensation

Our goal is to be a non-profit of choice in Southern California by continually investing in our team---to minimize staff turnover and maximize organizational excellence and operational efficiency. We offer a comprehensive benefits package with salary based on market rates and personal experience and qualifications. Our annual 360 performance review process is designed to support and inspire our Team to learn and thrive in their work at The Painted Turtle.

Benefits

- X%-paid Health Insurance benefits (medical, dental, vision)
- 100% employer-paid Life Insurance and long-term disability
- 100% employer-paid parking
- Generous Time Off Policy Including Vacation, Sick Time, Holiday Calendar, and Winter Break closure
- Professional development opportunities
- In Person at the Santa Monica office 3 days per week (Tuesday – Thursday), with remote work on Mondays and Fridays.
- 50% Discount on Camp Rentals and Camp Store Purchases

Retirement

- 4% match employee contribution to 403b plan and Roth IRA after 3 months

OUR CORE VALUES: Community, Trust, Courage, Heart, Vision, Compassion, Joy

The Painted Turtle **community** evokes positive and impactful change through a **trust** that holds us accountable to the graceful understanding represented by our **compassion**. The **courage** to stand up for our **vision** is at the **heart** of our intentional leadership, and so we are **joyful** in each and every present moment.

The Painted Turtle is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, veteran status, disability status, or any other federal, state, or local protected class. We encourage applicants from a wide variety of identities and experiences to apply.

To apply: Please submit a resume and cover letter to kathyf@thepaintedturtle.org. Please visit The Painted Turtle's website at www.thepaintedturtle.org to learn more.