



Stewardship & Donor Engagement Manager Houston Parks Board

November 2024

Houston Parks Board's (HPB) mission is to expand, improve, and protect parks and greenspace in the Houston region. Since 1976, the 501(c)(3) not-for-profit organization has utilized public-private partnerships and its extensive philanthropic, government, and community relationships to create an interconnected network of parks, trails, and greenspace for a more resilient and equitable Houston region.

Houston Parks Board reached a major milestone with substantial completion of the boldest and most exciting capital project in its history: Bayou Greenways. This ambitious \$225M project significantly expanded and enhanced Houston's parks system, creating a continuous trail network within the city limits of over 150 miles of linear parks and trails along Houston's bayous. In addition to leading the transformational Bayou Greenways initiative, Houston Parks Board cares for more than 2,800 acres of greenspace and supports park projects large and small.

HPB went through years of intensive planning to determine what comes next and is setting the stage for a major campaign. Our strategic plan calls for HPB to take the next step to realize our vision of creating a vibrant, interconnected network of parks, trails, and greenspaces for a more resilient and equitable Houston. To support this ambitious vision, we will launch a comprehensive fundraising campaign. This campaign will play an essential role in the organization's efforts to attract new donors and develop a stewardship program that engages donors, deepening their relationship with HPB.

More information on Houston Parks Board and its initiatives is available at:
www.houstonparksboard.org.

Position Description

Reporting to: Senior Director of Development

The Stewardship and Donor Engagement Manager manages and executes comprehensive stewardship and donor engagement strategies that strengthen and maintain relationships with the organization's current and prospective donors. This role focuses on ensuring donors are appropriately thanked, recognized, and informed of the impact of their giving. The manager will develop personalized stewardship plans, implement donor recognition programs, and collaborate across departments to enhance donor engagement and retention.

The Stewardship and Donor Engagement Manager will also be responsible for creating and leading events and projects to create meaningful stewardship opportunities. This role will work collaboratively with the Senior Director of Development, Development Team,

Engagement Team, and senior leadership to evaluate donor strategy and goals and adjust stewardship initiatives to support those goals.

Furthermore, this position involves supporting the fundraising activities of the Development team and collaborating with the Communications team at Houston Parks Board. The primary responsibility is conceptualizing, creating, and producing solicitations that motivate donor support for Houston Parks Board.

Key Duties and Responsibilities

- **Stewardship Planning:** Develop and manage tailored stewardship strategies for high-net-worth individuals, foundations, and corporate donors, focusing on relationship building.
- **Donor Communication:** Create compelling impact reports, thank-you letters, and communication materials to keep donors informed about the impact of their contributions.
- **Donor Engagement:** Partner with the Senior Director of Development and the Data Analytics and Database Manager to shape donor strategy for individual fundraising efforts, including major gifts, affinity groups, the annual appeal campaign, and signature events. Execute mission support mail, email, and digital campaigns.
- **Donor Recognition:** Plan and execute recognition programs, including naming opportunities, special events, and exclusive engagements for top donors.
- **Record Management:** Maintain detailed records of donor interactions and preferences in the organization's CRM system (Raiser's Edge/NXT).
- **Collaboration:** Work closely with the Development team, Program staff, and other departments to gather necessary information for reports and proposals.
- **Event Coordination:** Oversee the planning, administration, and implementation of fundraising and donor-related events, such as the Annual Luncheon, board of directors, and campaign-related events. Manage special event consultants and execute all event logistics, including venue selection, vendor contracts, catering, event collateral (invitations and digital assets), mailings/solicitations, and RSVP tracking.
- **Mission Support:** Synthesize content into donor-centric materials and implement a multichannel communications plan for fundraising initiatives. Assist in the design and production of donor-based publications and digital marketing materials.
- **Content Management:** Develop external solicitation and stewardship communications, including website updates and other electronic communication. Serve as the first-line proofreader for print and digital content and provide editorial feedback.
- **Project Management:** In partnership with the communications team, coordinate development team digital projects, coordinate photography and videography needs, and ensure all internal and external deadlines are met.
- **Compliance and Ethics:** Ensure that all donor engagement activities comply with ethical standards, donor intent, and organizational policies.
- **Program Evaluation:** Track and report on the success of stewardship efforts, making data-driven adjustments to enhance donor retention and satisfaction.

Qualifications

- Proven experience (5+ years) in donor engagement, fundraising, and event management.
- Excellent written and verbal communication skills, with a keen eye for detail.
- Proficiency in CRM systems (Raiser's Edge) and event management software.
- Proficiency in Microsoft Office suite. Experience with Canva, video editing software, or WordPress would be a plus.
- Commitment to ethical fundraising practices and donor engagement.
- Collaborative attitude and relationship-building skills.
- Strong project management and organizational skills.

Compensation and Benefits

This is a salaried, exempt position with a range of \$80,000 – \$85,000 based on relevant skills and experience. HPB provides a competitive benefits package including medical, dental, vision and life insurance, a 403b retirement plan and generous paid time off. This role is based in our office.

To apply for this position, email resume and cover letter to BethTaylor@houstonparksboard.org with "Stewardship and Donor Engagement Manager" in the subject line of your email. Interviews are by appointment only. No telephone calls, please.