

November 2023

**Development Associate, Digital Giving
Position Guide**



Building Faith | Inspiring Hope | Igniting Change

DeVine Consulting
Fundraising Counsel | Executive Search

Catholic Extension

Founded in 1905, Catholic Extension serves the pastoral mission of the Church by ensuring that the essential ministries of under-resourced and isolated U.S. dioceses remain intact by helping these dioceses build their capacity for the future. This is achieved by operating as both a fundraising and grant making organization that carries its work out **strategically, with a high touch, and in a spirit of optimism and innovation**. For more information about Catholic Extension, visit the [CE Website](#).

Over the last 118 years, Catholic Extension has distributed more than \$1.5 billion to build strong communities of faith, so that Catholics in these areas have the tools to inspire hope and ignite change. Activities and programs supported include southern border initiatives, post-hurricane rebuilding in Puerto Rico, support for college campus ministry and youth outreach, construction and renovation of churches and facilities, and funding for the education of lay and ordained leaders. **Last year alone, the financial impact on these communities was more than \$225 million** when one considers all Catholic Extension's programs and partnerships collectively.

To support this mission work, every year the organization raises \$25 - 30 million from 25,000 donors via a mature and comprehensive development program with diverse revenue streams. To learn more about the role of philanthropy at Catholic Extension you might enjoy reading its [2022 Annual Report](#).

Catholic Extension has a full-time staff of 50 employees based at its headquarters in Chicago or in one of its regional offices. Its staff is comprised of talented and experienced professionals **working in a dynamic, fast-paced work environment and team-focused culture**.



“People come together in faith in moments of crisis to strengthen one another and to realize that they are not alone.”

--Fr. Jack Wall, President of
Catholic Extension

Development Associate, Digital Giving

Reporting to the Senior Director of Development, the Development Associate, Digital Giving will join a 30+ person development team and be responsible for the daily management of Catholic Extension's digital fundraising program. Digital fundraising is a key strategy of our annual fundraising effort, and we are eager to attract a professional experienced in digital giving to coordinate, improve, and expand our program. Our culture emphasizes strong teamwork, so our new Development Associate will serve point on digital giving/communications and look for ways to create synergy with other team members to strengthen Catholic Extension overall.

Specific duties may include:

1) Content Creation and Management

- Collaborate with Development, Finance, Mission, and Strategic Communications Departments to acquire, retain, and upgrade Catholic Extension's annual giving donors over time.
- Manage the development of digital fundraising content, in partnership with the Strategic Communications Department, that effectively communicates the need for charitable giving.
- Create and manage the production and distribution of approximately 2-4 emails each week.
- Coordinate with our strategic partners to execute direct response digital advertising campaigns across technology platforms, with a heavy emphasis on strategy and content development. Strategic partners will place and manage the advertising campaigns.
- Manage Annual Giving's web presence, including creating, updating, and maintaining donation and event pages, using the Engaging Networks platform, ensuring that all tracking considerations are met.

2) Strategy Development

- Collaborate with the Strategic Communications Department and Development team to assist in developing an overall digital fundraising strategy for online channels, with a heavy focus on email and consideration for social media.
- Serve as the subject matter expert in digital solicitation and engagement strategies and define the scope and expected outcomes of each project.
- Stay abreast of digital fundraising best practices and tactics and continually seek to improve the user experience.

- Use reporting and analysis to inform strategies such as performing multivariate tests on digital campaigns and using data analysis to identify the most effective digital communication tactics with donors and prospects.

3) Operations and Implementation

- Troubleshoot and problem-solve digital issues.
- Create and maintain all digital fundraising assets such as donation forms, autoresponders, thank you pages, email automations, and surveys.
- Work with the Annual Giving team to identify and schedule donor engagement opportunities via email and social media and ensure information loaded into Virtuous (donor database) is accurate and up to date.
- Recommend and help implement donor-facing website improvements that enhance the donor's user experience as technology evolves to increase donations and average gift size.
- Play a key role in maintaining email list hygiene, ensuring that email addresses are migrated from our donor database (Virtuous) to the eCRM (Engaging Networks) with consideration for all audience types and communication preferences.

Qualifications

We are seeking a fundraising professional with 2-4 years of post-college experience working with digital marketing channels, including email and social media platforms, in a nonprofit or business environment. A bachelor's degree is required.

- Proven experience working in email platforms (e.g., Engaging Networks, Luminate Online, MailChimp), content management systems (e.g., WordPress), CRM solutions and integration (e.g., Virtuoso, Salesforce, Raiser's Edge), Adobe Photoshop, social media platforms, and responsive design.
- Ability to excel in a highly collaborative, team-based environment with internal and external partners. Patience and maturity in dealing with donors, staff, and their requests.
- Exceptional listening skills with proven experience building and sustaining quality relationships. An ability to engage with a variety of constituencies with varying interests and perspectives is important.
- Does not need to code, but an understanding of HTML is ideal.
- Understanding of A/B testing, analytics tools, and the ability to turn metrics into actionable insights.
- Have experience with donor or customer direct response, preferably in the nonprofit sector.
- Possess skills in implementing new strategies and procedures in a collaborative environment; excellent critical thinking, project management, and strong donor-friendly approach.
- Be an energetic, self-starting strategic thinker with strong organizational skills.
- Have excellent design, proofing, writing, and editing skills, including the ability to provide effective feedback to graphic designers on user interface, layout, and design.
- A respect for the mission and teachings of the Catholic Church.
- A sense of humor.

To Apply

To apply, please send your resume and cover letter to 2023CE.Digital@gmail.com. Further inquiries or questions? Please call our recruiting partner Margie DeVine on her cell at 773-892-2993.



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Catholic Extension is an Equal Opportunity Employer. Applicants may request any reasonable accommodation that may be necessary to participate in the application process.

We offer a competitive salary and comprehensive benefits package to include medical, dental, vision, disability, 403b with company matching, paid time off, paid company holidays, commuter assistance, professional development opportunities, mentoring and more!

Catholic Extension is located at 150 S. Wacker Drive, 20th floor, Chicago, IL. For more information about the organization, please visit:

www.catholicextension.org.

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Serving Nonprofits in Chicago and Northern Michigan