



Urging our nation's leaders to end hunger

JOIN OUR TALENT COMMUNITY

- i** If you are unable to complete this application due to a disability, contact this employer to ask for an accommodation or an alternative application process.

**Direct Response Fundraising Manager**

Full Time Regular  
DC, Washington, DC, US

*Today*  
Requisition ID: 1053

**Salary Range:**

\$62,000.00 To 72,000.00 Annually

**WHO WE ARE**

Bread for the World is a collective Christian voice urging our nation's decision makers to end hunger at home and abroad. By changing policies, programs, and conditions that allow hunger and poverty to persist, we provide help and opportunity at home and far beyond where we live. We can end hunger in our time. But churches and charities can't do it all. Our government must also do its part. With the stroke of a pen, policies are made that redirect millions of dollars and affect millions of lives. By making our voices heard in Congress, we make our nation's laws fairer and more compassionate. We leverage big changes for people in our country and around the world who struggle with hunger. We value our faith, human flourishing, justice, courage and prophetic voice, nonpartisanship, collaboration and impact.

**WHAT WE DO**

Bread equips people to write personal letters and emails, meet with their members of Congress, and to work with others to end hunger. Working through churches, campuses, and other organizations, we engage people in organized advocacy. Each year, Bread invites churches across the country to take up an Offering of Letters to Congress on legislation that impacts hungry and poor people. We organize advocacy campaigns to pass or block federal legislation that will help end hunger and poverty. Bread works in a bipartisan way. Our network of thousands of individual members, churches, and denominations is active in every congressional district. We speak the truth to power with a moral and Christian voice and at the right time. And together, we are building the political will to end hunger and poverty.

**POSITION TITLE:** Direct Response Fundraising Manager

**DEPARTMENT:** Development and Membership

**REPORTS TO:** Deputy Director of Development and Membership

**LOCATION:** DC metro area preferred, remote may be considered for outstanding candidates.

**PRIMARY OBJECTIVE:** Supports the implementation of all aspects of a successful direct response fundraising program for Bread for the World and Bread for the World Institute to achieve annual membership revenue goals and objectives through multi-channel fundraising campaigns. This will include an emphasis on being a high impact copywriter for digital fundraising communications, direct mail copy editor, and managing the copy development process from start to finish for all projects, ensuring deadlines are met.

**PRIMARY RESPONSIBILITIES/ACTIVITIES:**

**Direct Response Copywriting and Editing: 40%**

1. Create first-round copy for all digital fundraising communications to be reviewed and edited by the Deputy Director.
2. Serve as copy editor for all direct mail fundraising communications.

3. Coordinates copy development for both direct mail and digital fundraising communications and secures necessary sign-off and approval from internal staff
4. Produces member-centric copy for about 65-70 emails annually, as well as newsletter articles, annual report stories, and other copy as assigned.

**Direct Response Fundraising and Member Acquisition: 40%**

1. Supports the day-to-day relationship with the direct response agency to implement the direct mail, digital and telephone fundraising and member acquisition program.
2. Reviews plans for each project, making strategic and creative suggestions; reviews segmentation and coordinates data requests.
3. Manages donation pages, donation forms and form autoresponders using the eCRM platform, ensuring proper source coding.
4. Serves on the Digital Strategy Team, a cross-departmental team which designs, plans, and implements digital campaigns for outreach to the organizations' online community; ensures coordination with fundraising campaigns; may provide leadership for projects within this team.
5. Maintains the schedule and arranges placements of membership ads in printed publications.
6. Manages joint cost allocations for all direct response fundraising projects, tracks all costs and processes invoices.

**Reporting and Analysis: 15%**

1. Monitors and evaluates results and the success of direct response fundraising projects and member acquisition initiatives; reviews statistical and analytic reports; and produces special reports for additional analysis.
2. Works closely with the Deputy Director of Development and Membership to prepare annual budgets and strategic plans.
1. Supports database and data hygiene in Engaging Networks and Raiser's Edge.

**SECONDARY RESPONSIBILITIES/ACTIVITIES: 5%**

1. Monitors current trends and topics in direct response fundraising.
2. Provides coverage for other Development and Membership team members as needed.
3. Represents the Department and participates in organization-wide task forces and committees as appropriate or assigned.
4. Other tasks as assigned.

**SUPERVISION EXERCISED:**

None

**SKILLS/KNOWLEDGE REQUIRED:**

- BA or BS degree required and a minimum of five years' work experience with similar responsibilities in direct response fundraising, development or communications.
- Proven track record of supporting and implementing direct response or other fundraising projects or equivalent projects and experience utilizing project management principles.
- Strong organization skills and an ability to meet deadlines on a daily basis with strong attention to detail.
- Working knowledge of mainline Catholic and Protestant church, a familiarity with Christian faith perspective, and experience with advocacy to end hunger.
- Strong experience in writing, proofreading, and editing for fundraising purposes.
- Strong computer skills, including high proficiency with Excel and constituent databases software; Raiser's Edge, Engaging Networks eCRM or other similar eCRM software is preferred.
- Knowledge of social media such as Facebook, Twitter, Instagram, and YouTube, for fundraising/list growth purposes.
- Strong analytical skills, including ability to conduct research and analyses of multiple factors related to communicating with Bread's large and growing network and make data-driven recommendations and decisions.
- Ability to develop collaborative relationships internally and externally which require a high degree of diplomacy and judgment in order to address and resolve substantive conflicts or escalate concerns to management.

- Demonstrated ability to maintain a professional demeanor including dependability, flexibility, willingness to learn, and problem-solving skills.
- Commitment to the mission and faith basis of Bread for the World and ability to communicate the case for supporting Bread.

**CULTURAL EXPRESSIONS:**

Bread is committed to advancing racial equity externally and internally, all staff members play a vital role. In the course of our work, each staff person should work to apply a racial equity lens to their work and practices; and participate in racial equity on-going training. Bread is an equal opportunity employer.

**WORK ENVIRONMENT ISSUES:**


Some travel may be required. Must be responsive to emails and phone calls off-site during evenings, weekends, and holidays to support time-sensitive matters. Bread is a hybrid organization.

**DISCLAIMER:**

Background and reference checks will be conducted on all final candidates. The information in this job description indicates the general nature and level of work expected of employees in this classification. It is not designed to contain, nor to be interpreted as, a comprehensive inventory of all duties, responsibilities, qualifications and objectives required of employees assigned to this job.

**HOW TO APPLY:** Please click on the "apply" button. A successful application will include a resume and cover letter that addresses your specific qualifications for the role to which you are applying. Additionally, as Bread is a faith-based organization, your application materials should also speak to your approach to working in a faith-based environment and with constituents with a deep commitment to Christian values.

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Requirements