



TITLE: Manager, Individual Giving and Events
REPORTS TO: Director, Major Gifts
DETAILS: Full time
APPLICATION DEADLINE: January 21, 2022

Role Summary:

Toronto Public Library Foundation is seeking an experienced fundraising professional to join the team as Manager, Individual Giving and Events. Under the leadership of the Director, Major Gifts, your key responsibilities will be to manage Literary Circle, TPLF's signature donor program for gifts \$1,500-\$24,999, as well as develop, design and execute a new young professional donor strategy. This fundraising role includes working cross-functionally with stakeholders across the organization, managing senior volunteer committees, developing and implementing renewal and acquisition strategies, and implementing a compelling stewardship program. The Manager, Individual Giving and Events also creates content for donor communications and curates programming for donor events. This role is based at the Toronto Reference Library at Yonge & Bloor in downtown Toronto (note: TPLF staff are currently working remotely). Salary will be commensurate with skills and experience.

About the Toronto Public Library Foundation:

TPLF was established in 1997 as a charity to support the world's busiest urban public library system – Toronto Public Library. Funds raised by the Foundation support life-changing programs, services, spaces and collections at the Library's 100 branches. Since its inception, the Foundation has raised over \$95 million for TPL, thanks to the generosity of donors. To learn more about the Toronto Public Library Foundation, visit tplfoundation.ca. To learn more about the Toronto Public Library, visit tpl.ca.

KEY RESPONSIBILITIES:

Individual Giving and Donor Programs – 70%

- Responsible for administering Literary Circle and young professional fundraising programs, including research, developing strategy, preparing proposals, stewardship and moving donors through the donor cycle
- Lead and implement renewal, acquisition and upgrade strategies for Literary Circle (gifts \$1,500-24,999), ensuring annual targets are met and retention rates are high. Bring innovative ideas to attract new donors
- Manage a pipeline of donors \$1,500-\$24,999, creating opportunities for upgrades within Literary Circle and identifying donors for major gift cultivation
- Develop a new young professionals strategy and program to increase engagement, donor acquisition, participation and revenue within Community Giving and Literary Circle portfolio

Toronto Public Library Foundation
789 Yonge Street
Toronto, Ontario M4W 2G8

tplfoundation.ca

Charitable tax number 886554476RR0001

- Oversee donor program fundraising committees. Partner with Chair to recruit new committee members, lead meetings, track prospects, motivate and follow up with senior volunteers and Board members
- Build and manage annual expense and revenue budgets. Ensure donor records are complete and briefing notes are prepared for senior staff and volunteers
- Create and oversee donor correspondence, including letters, invitations, eblasts and website updates, ensuring donors stay engaged and informed

Special Projects and Donor Events – 30%

- Design compelling donor program events, secure compelling speakers and create distinctive offerings for various giving levels. Work closely with the marketing team to implement events for an exceptional donor experience.
- Partner with senior volunteers hosting events designed to attract new donors
- Take on special projects and initiatives related to Literary Circle and young professionals or more broadly for the Foundation as requested

Qualifications:

- 5-7 years of experience in a fundraising environment
- Demonstrated experience organizing and managing a fundraising portfolio with a proven track record of meeting targets
- Experience working with senior volunteer fundraising committees
- Experience leading meetings with donors and volunteers
- Well-developed budget management skills
- Experience using a donor database in a fundraising environment, preferably Raisers Edge
- Demonstrated experience running annual or membership programs is an asset
- Knowledge of the Toronto philanthropic and literary communities is an asset
- Proficiency in applicable computer programs (Word, Excel, PowerPoint)
- Candidate must be physically able to assist with event preparation, execution and tear-down

Personal Skills:

- Well-developed communication skills, both written and in-person, with a keen eye for detail
- Exceptional project management skills, ability to manage multiple priorities simultaneously and meet deadlines
- Excellent interpersonal skills and an exceptional relationship builder across diverse audiences
- Passion for fundraising and a love of the library
- Sharp strategic skills, creative and solutions-oriented
- Team player and collaborative style

- Even while working hard and fast, has the ability to maintain confidence, integrity, kindness, openness

Why Apply?

- Be a key member of a highly innovative and results-driven fundraising team, focused on supporting priority initiatives of Toronto Public Library, the busiest public library system in the world
- Expand your non-profit experience, create and lead new fundraising strategies
- Mentorship from senior development professional
- Develop valuable fundraising not-for-profit experience

Commitment to equity and diversity

The Toronto Public Library Foundation invites applications from all qualified individuals. The Foundation is committed to employment equity and diversity in the workplace and welcomes applications from visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity. Upon request, accommodation will be provided for persons with disabilities through all stages of the recruitment and selection process.

To apply:

Please send CV and cover letter to: foundation@tpl.ca (email only, no phone calls please) by January 21, 2022. Please include "MANAGER, INDIVIDUAL GIVING AND EVENTS APPLICATION – [Your Name]" in subject line.

Only qualified candidates will be contacted.

COVID-19 vaccines are a requirement of the job unless you have an exemption on a medical or other protected ground pursuant to the Ontario Human Rights Code.