

Annual Fund Manager

At **Third Street Alliance in Easton, PA**, we believe every family deserves stability, dignity, and the opportunity to thrive. Through our homelessness prevention programs and early childhood education center, we support women, children, and families across the Lehigh Valley - and we rely on a strong, growing base of generous supporters to make that possible.

We're looking for a people-forward **Annual Fund Manager** to design, manage, and grow our annual giving program. If you're energized by developing fundraising campaigns, engaging donors, and using both relationship-building and data to drive generosity, this role was made for you!

What you'll do

Your work will combine strategy, relationship-building, and storytelling. Here's how you'll make an impact:

- **Develop, implement, and refine** annual fund strategies to increase donor participation and revenue using direct mail, email appeals, donor outreach, stewardship cycles, and targeted campaigns
- **Manage a portfolio** of 75–100 annual fund donors, using personalized outreach, stewardship, meetings, and follow-up to deepen engagement
- **Use CRM tools and data** to analyze donor trends, identify prospects in the current donor base, and inform strategy
- **Be a strong storyteller** who can confidently share the impact of our programs with donors and partners
- **Collaborate across the agency**, from program staff to finance, to strengthen donor messaging and stewardship
- **Grow generosity** by reaching out, following up, and inspiring supporters to take action
- **Elevate the mission** through authentic conversations that connect people directly to our work

What you need to thrive in this role

Because this role centers on annual fund development, the following strengths will equip you to lead strategy and donor engagement effectively:

- **Bring relationship-driven experience** from fundraising, communications, development, or related fields
- **Comfort leading donor-facing outreach**, including follow-ups and invitations to increase giving
- **Enjoy being externally facing**, representing TSA at donor meetings, events, and community activities
- **Stay organized and detail-oriented** while managing multiple priorities and keeping stewardship personal
- **Communicate with confidence** proactively to steward, remind, or invite donors to increase their giving
- **Use data as a guide** and feel comfortable frequently using tools like CRMs (we use Blackbaud eTapestry)
- **Ask questions and stay curious**, always looking for ways to strengthen donor engagement and refine outreach
- **Work occasional evenings and weekends** to support donor/community engagements, and agency activities
- **Have reliable transportation** and be comfortable with local travel of up to 10%

About us

Serving the greater Lehigh Valley for over a century, **Third Street Alliance for Women & Children** is a non-profit agency providing homeless prevention, shelter, and supportive services. Our mission is to inspire and equip women, children, and families to live, learn, and thrive. We believe in the power of communities, when people come together, we can change lives! Learn more about us here: <https://thirdstreetalliance.org/mission-history>

What we offer you

We take care of our team so they can take care of our community. As a full-time salaried employee, you'll work alongside a passionate, supportive team that values humor, balance, and asking for help when it's needed. Our work can be fast-paced, but we look out for each other and celebrate wins big and small. You'll also have opportunities to attend community events, build new skills, and grow within a mission-driven organization committed to long-term impact.

Third Street Alliance – Annual Fund Manager

- Starting salary in the \$50,000 - \$55,000/yr range
- Medical, dental & vision insurance
- Paid Time Off accrual that increases with tenure + paid holidays
- Company paid long-term and short-term disability insurance
- 403(b) plan for retirement
- Tuition reimbursement and parking assistance programs
- 75% discount on childcare enrollment fees and 50% discount on TSA programs!

I'm interested; how do I get started?

Apply to: https://app.jobvite.com/j?cj=ofqyzfww&s=United_Way_LV

Please note - all applicants must apply online. We kindly ask that you do not call or stop by Third Street Alliance regarding your application.

myHR Partner is our hiring management partner for this position, qualified candidates will be contacted by myHR Partner for a phone interview. After the phone interview, qualified candidates will be invited to provide writing samples, and to an in-person interview with the Third Street Alliance team.

Thank you for considering us as a potential employer!