

A Step Beyond

# Individual Giving Manager

## About A Step Beyond

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A Step Beyond (ASB) is a Creative Youth Development organization serving youth and their families living at or below the poverty line in Escondido, CA with free after-school dance education, academic support, and family services. We make a ten-year commitment to support students and their families from 3rd grade to high school graduation and beyond, preparing underserved youth for success in college, career, and life.

Our team of 20 dedicated staff members serves over 245 students at our facility on the campus of the California Center for the Arts in Escondido. With a robust 2026–2028 strategic plan and strong enrollment growth, ASB is positioned for an exciting chapter of impact. For more information, visit [a-step-beyond.org](https://a-step-beyond.org).

## Position Overview

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**Compensation Range:** \$70,000–\$90,000 annually, commensurate with experience

**Benefits:** Health, Dental, Vision, PTO, and 401(k)

**Status:** Full-Time, Exempt

**Location:** Hybrid

**Reports To:** Chief Executive Officer

## Position Summary

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The Individual Giving Manager is a skilled fundraising professional who will serve as a key partner to the CEO in building and deepening ASB's individual donor relationships. This role is focused exclusively on individual giving — from identifying and cultivating new mid-level and major gift prospects to stewarding and renewing the support of existing donors. The Individual Giving Manager will own and manage ASB's individual giving program, playing a central and ongoing role in the organization's fundraising success, including serving as the primary individual donor development staff resource for ASB's annual Wine Tasting Benefit and other relationship management efforts.

This is a full-time, permanent position suited for a relationship-driven fundraiser who is energized by mission-centered work, thrives in a collaborative and entrepreneurial environment, and is ready to help build ASB's individual giving program into a cornerstone of the organization's long-term financial sustainability.

## Duties and Responsibilities

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### Donor Relationship Management

- Manage and support the CEO in stewarding a portfolio of current mid-level and major individual donors, ensuring consistent, meaningful touchpoints throughout the engagement cycle.
- Develop and execute personalized stewardship plans for assigned donors, including calls, meetings, site visits, and written communications.
- Maintain accurate and up-to-date donor records, notes, and activity logs in ASB's CRM (Salesforce), ensuring the CEO has current information ahead of all donor interactions.
- Support the CEO in preparing for donor meetings, including research briefs, talking points, and follow-up action items.
- Draft donor correspondence including thank you letters, impact updates, personal outreach emails, and solicitation letters in support of the CEO's communication with top donors.

- Identify opportunities to deepen existing donor relationships, including upgrades, multi-year commitments, and planned giving conversations.

### **Prospect Identification and Cultivation**

- Conduct ongoing prospect research to identify new mid-level and major gift candidates from ASB's existing donor base, event attendees, board networks, and community connections.
- Develop and implement cultivation strategies for new prospects, moving them toward first-time gifts and deeper engagement with ASB's mission.
- Identify and help activate donor-advised fund (DAF) giving opportunities among qualified prospects.
- Collaborate with ASB's Development & Marketing Associate to ensure individual giving prospects are appropriately segmented and engaged through relevant communications.

### **Annual Giving and Special Events**

- Serve as the primary development staff resource for individual donor engagement tied to the Annual Wine Tasting Benefit and other ASB fundraising outreach throughout the year.
- Develop and execute pre-event outreach and engagement plans targeting mid-level and major gift donors and prospects, including personal invitations, calls, and tailored asks.
- Coordinate with the CEO and event team to identify VIP guest priorities and ensure high-value donors receive personalized attention before, during, and after each event.
- Support the development of donor-facing materials including event solicitations, impact communications, and post-event acknowledgment and re-engagement outreach.
- Lead year-round direct mail and digital fundraising appeals in collaboration with ASB's Development & Marketing Associate.

### **Individual Giving Strategy and Program Development**

- Work collaboratively with the CEO to develop, implement, and continuously refine ASB's individual giving strategy and annual revenue goals.
- Build and manage systems to track portfolio activity, cultivation pipelines, donor metrics, and revenue progress throughout the fiscal year.
- Contribute to the development of multi-year fundraising growth plans, including donor acquisition, retention, and upgrade strategies.
- Provide regular progress reports to the CEO on individual giving activity, pipeline health, and performance against goals.
- Ensure all individual giving activities align with ASB's 2026–2028 strategic plan and broader development program priorities.
- Coordinate with ASB's Development & Marketing Associate and Institutional Giving Manager to align individual giving communications with organizational fundraising and marketing initiatives.

## **Experience, Skills, and Abilities**

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### **Required**

- Minimum of 5 years of nonprofit fundraising experience with a demonstrated focus on individual giving, major gifts, or donor relations.
- Proven track record of managing a donor portfolio and successfully soliciting gifts at the mid-level range (\$1,000–\$25,000) and above.
- Excellent written and oral communication skills, with the ability to craft compelling donor narratives and represent ASB's mission authentically.
- Highly relational, with strong instincts for donor stewardship and the ability to build trust quickly.

- Strong organizational skills and ability to manage multiple donor relationships and priorities simultaneously.
- Self-starter with an entrepreneurial mindset and the ability to work independently within a small, fast-moving team.
- Commitment to equity, diversity, and inclusion and to ASB's mission of empowering underserved youth.

### **Preferred**

- Experience with Salesforce or similar CRM platforms.
- Familiarity with donor-advised funds (DAFs) and planned giving vehicles.
- Experience managing or supporting fundraising events with a donor cultivation component.
- Existing relationships within the San Diego philanthropic community.
- Knowledge of Creative Youth Development, arts education, college and career readiness, or related youth-serving fields.

### **Metrics for Success (First 12 Months)**

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- Successfully steward and renew gifts from a defined portfolio of current mid-level and major donors.
- Identify and initiate cultivation with a defined number of new individual giving prospects (to be established with CEO at onboarding).
- Lead a successful individual donor engagement strategy for the Annual Wine Tasting Benefit on September 10, 2026, contributing to event revenue and post-event cultivation goals.
- Establish and maintain accurate donor records, activity logs, and pipeline tracking in Salesforce.
- Contribute to meeting ASB's individual giving revenue goals for the fiscal year in partnership with the CEO.
- Develop a 12-month individual giving calendar and donor engagement plan for the following fiscal year.

### **To Apply**

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To apply, please email a resume and a brief cover letter describing your individual giving experience and your connection to ASB's mission to [centerforcyd@clarerosefoundation.org](mailto:centerforcyd@clarerosefoundation.org) with the subject line A Step Beyond Individual Giving Manager.

Applications will be accepted on a rolling basis until the position is filled, with a desired start date of August 15, 2026.

A Step Beyond is working with The Clare Rose Center for Creative Youth Development (The Center) as a partner in this hiring process. Members of The Center's team will receive application materials and conduct the first round of screening interviews before making recommendations to A Step Beyond for subsequent interviews and candidate consideration. A Step Beyond will make final hiring decisions.

A Step Beyond is an equal opportunity employer. A Step Beyond will consider all applications for employment without regard to race, color, religion, sex, gender identification, gender expression, sexual orientation, age, handicap or disability or status as a protected veteran in accordance with State and Federal law.