



OPPORTUNITY PROFILE

ANNUAL CHARITABLE GIVING ADVISOR

POWER TO CHANGE

NELSON/KRAFT
AND ASSOCIATES

EXECUTIVE SUMMARY

Power to Change's mission is to help people know Jesus and experience His power to change the world. Each of our 11 ministries has a unique, bold vision to reach more people in a specific area of society who do not know Jesus, while equipping more Christians to share their faith. Do you want to be part of that mission? P2C is seeking a new Annual Charitable Giving Advisor who is passionate about championing a God-centered vision and has a desire to live out their Christian faith, beliefs and values while utilizing their God-given gifts and abilities.



ABOUT US



For over 50 years, Power to Change has maintained its mission to help individuals know Jesus. When Bill Bright founded Campus Crusade for Christ in 1951 on the campus of UCLA, he did so on one basic principle: to boldly proclaim the Gospel in the power of the Holy Spirit and leave the results to God. Campus Crusade for Christ Canada (now Power to Change) was founded on this same vision with Josh McDowell in 1967 on the campus of the University of British Columbia. In 2007, a decision was made to rename the ministry to Power to Change.

Today, Power to Change is a family of ten ministries and one humanitarian partner, each with unique ways to make a difference in people's lives. Over 450 staff and hundreds of volunteers across Canada are engaged in the same original mission – helping individuals know Jesus.

Power to Change is a large non-profit Christian organization with a budget of over \$30million.

A charter member of the Canadian Council of Christian Charities, the ministry is governed by a board of directors comprised of members who are deeply committed to the mission and vision of the organization.

A complete timeline of our organization's history is available [here](#).





MISSION

We help people know Jesus and experience His power to change the world.



OUR VISION

We envision millions of volunteers engaged in faith adventures that transform lives through the power of the gospel.



ABOUT THE TEAM

The Development department identifies, cultivates and stewards “inspired” donors who support the mission and vision of P2C. Development collaborates with all ministries in sharing resources and together, maximizes kingdom strategic engagement opportunities. Using a donor-centric approach, the team conducts face-to-face relationship fundraising, foundation grants, and donor stewardship while reporting and liaising with the ministry relationship managers.

ABOUT THE ROLE

The Annual Charitable Giving Advisor designs, implements and coordinates a comprehensive donor cultivation, solicitation, and stewardship program for all annual giving donors. The Annual Charitable Giving Advisor will provide tactical leadership planning and execution for direct mail/multi-media campaigns, calling and recognition program, data segmentation and strategy, donor prospecting, acquisition and retention, and collaborate with the 11 ministries of Power to Change to help expand their resources to achieve the mission.

Reporting to the VP of Development, this strategic role will be responsible for the following objectives:

Relationship Management/Revenue Generation

Use of various communication methods (mail, email, social media, telephone etc.) to engage and inspire P2C donors. The following are examples of deliverables:

- Develop and execute effective donor engagement levels and strategy annual campaigns.
- Donor acquisition strategy, cultivation and communication.
- Cultivate, solicit and steward existing P2C annual donors.
- Donor segmentation, customization and engagement plan.
- Accountable for achieving annual revenue generation goals including increased portfolio and revenue opportunities.

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Strategic Donor Identification and Recognition

Implementation of a comprehensive plan through various mediums to thank donors for their ongoing support and to reduce donor attrition for P2C.

- Donor recognition thresholds.
- Prospect research, identification and exploration.
- Identification of prospects for planned giving and major giving.
- Calling campaign planning and execution.



Program and Analysis

Campaigns, events, projects are created, developed and executed. Results are monitored for reporting, analysis, evaluation and improvement purposes.

- Annual Campaigns - creation, planning and execution.
- Lapsed donor re-engagement plan.
- Data analysis and recommendations for improvement.
- Customer Relationship Management (CRM) moves management and analysis.





ABOUT YOU

- You have a growing, personal relationship with Jesus Christ.
- You have a Bachelor's degree in Fundraising, Marketing or another related field.
- You have 3 - 5 years of fundraising experience (sales experience also an asset).
- You possess the ability to persuade using highly refined written and oral communication skills.
- You have strong skills in prioritization and time management, as well as the ability to work on several projects simultaneously.
- You are usually driven for results and excellence.
- You have demonstrated proven ability to build a portfolio of prospective donors/clients resulting in new revenue to the organization.
- You are willing to work flexible hours as required. Some evenings, weekends and travel will be required.
- You have a strong ability to analyze data and translate to strategy.
- You have knowledge of marketing principles and practices.
- You have experience in relating skillfully and sensitively to the various Christian traditions and their communities and churches.

SEARCH PROCESS

NELSON/KRAFT & ASSOCIATES INC.

OUR SEARCH TEAM



MARK KRAFT

Leading the Search

Mark is a certified executive coach and Birkman Method consultant. With a background in pastoral ministry, strong leadership development skills, and a passion for helping not-for-profit organizations succeed, Mark has become highly sought after for his expertise in recruiting, networking, crisis management, team building, and best practices for board governance.



JEFF PITCHFORD

Supporting the Search

Jeff is an accomplished Senior Executive, with over 25 years of leadership experience across the chemical manufacturing and food processing industries. He wears many hats including Business Consultant, Executive Coach, Board Member, Forum Chair and Birkman Certified Professional. Jeff specializes in leadership development and team-based business success. He is passionate about developing leaders and building high performance teams.

ESTIMATED SEARCH TIMELINE

While every search is dynamic and time frames are hard to predict, the following is an overview of the expected timeline for this search:

Application Deadline:

April 30, 2021

Start Date:

TBD

Location: Langley, BC

HOW TO APPLY

Please send your resume and cover letter to info@nelsonandkraft.com and indicate the position you are applying for in the subject line.

Qualified candidates for this search must be Canadian residents at the time of application.

Nelson/Kraft & Associates Inc. welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

FOR MORE INFORMATION,
PLEASE CONTACT:

MARK KRAFT

mark@nelsonandkraft.com
1.778.982.4427

JEFF PITCHFORD

jeff@nelsonandkraft.com
647.409.2922