

JOB SUMMARY

Axis is seeking an Annual Giving Manager that will play a critical role in advancing the mission by leading and growing annual giving revenue from individual donors. This role is responsible for strategy development, execution, and optimization of annual fundraising efforts. This will include direct response, mid-level donor identification, digital campaigns, and donor stewardship, with a strong emphasis on donor experience and retention.

Reporting to the Director of Advancement, the Annual Giving Manager will collaborate closely with marketing, data, and advancement to ensure donors feel known, valued, and inspired by the impact of their generosity.

This is a unique opportunity for someone passionate about operational excellence and ministry to be an integral part of a mission-driven team that is equipping the next generation with a lifelong faith in Jesus.

JOB DETAILS

Job Title: Annual Giving Manager

Status: Full Time

Department: Advancement

Reports To: Director of Advancement

Serves On: Advancement Team

Team Schedule: Monday and Tuesday in office days, flexible on the remainder of week

Summary of Benefits: Health, Dental,

Salary Range: \$60k - \$68k

Based on skills and experience

KEY RESPONSIBILITIES

Annual Giving Strategy & Revenue Growth

- Develop and execute a comprehensive annual giving strategy to grow unrestricted and designated revenue.
- Manage multi-channel fundraising campaigns including email, direct mail, digital, and seasonal appeals.
- Own revenue, retention, and donor growth goals for annual and mid-level giving segments.

Donor Experience & Stewardship

- Design and implement thoughtful donor journeys that prioritize gratitude, impact reporting, and relationship-building.
- Oversee donor thanking efforts, including thank-a-thons, personalized outreach, and timely acknowledgements.
- Partner with the Director of Advancement to ensure seamless movement between annual, identification buckets, and major donor pathways.

Data, Reporting & Optimization

- Leverage donor data and tools (e.g., CRM, analytics platforms) to segment audiences, track performance, and refine strategies.
- Monitor and report on KPIs including revenue, retention, response rates, and donor lifetime value.
- Use insights to test, learn, and continuously improve fundraising efforts.

Collaboration & Cross-Functional Work

- Partner with marketing and content teams to align messaging, storytelling, and campaign timing.
- Support organization-wide fundraising initiatives and special projects as needed.
- Contribute to a healthy, donor-centered advancement culture rooted in excellence and accountability.





SKILLS & QUALIFICATIONS

Required

- A deep personal faith in Jesus Christ and a strong alignment with Axis' mission and values
- 3–5 years of experience in annual giving, fundraising, or related nonprofit development roles.
- Proven track record of managing fundraising campaigns and meeting revenue goals.
- Strong understanding of donor stewardship, retention, and lifecycle fundraising.
- Data informed mindset with experience using CRMs and reporting tools.
- Excellent written and verbal communication skills.
- High level of organization, follow-through, and attention to detail.

Preferred

- Experience working in a faith-based or mission-driven organization.
- Familiarity with digital fundraising and email marketing platforms.
- Comfort collaborating across teams in a fast-paced environment.

Note: This job description is a general outline of the key responsibilities & qualifications of the role at Axis.org. It may be modified or expanded to meet the evolving needs of the organization. To apply for this role, email your resume to ashley@axis.org.

AXIS STATEMENT OF FAITH

I believe in God, the Father Almighty, creator of Heaven & Earth. I believe in Jesus Christ, God's only Son, our Lord, who was conceived by the Holy Spirit, born of the Virgin Mary, suffered under Pontius Pilate, was crucified, died, & was buried; He descended to the dead. On the third day He rose again; He ascended into heaven, He is seated at the right hand of the Father, & He will come again to judge the living & the dead. I believe in the Holy Spirit, the holy universal church, the communion of saints, the forgiveness of sins, the resurrection of the body, & the life everlasting.

I fully accept the teachings of the traditional Biblical view with regard to the goodness of our sexuality, the importance of chastity, & the place of heterosexual marriage as God's intended context for complete sexual expression to occur (Gen. 2:21-24). I will keep myself from sexual misconduct including disorderly conduct or lewd, indecent, or obscene conduct or expression, involvement with pornography, premarital sex, adultery, homosexual conduct or any other conduct that violates Biblical standards.

BASED ON KEY RESEARCH: PARENTS ARE UNSTOPPABLE (& AXIS REALLY HELPS)

Parents are the Solution • Dr. Christian Smith of Notre Dame: After spending two decades studying the religious & spiritual lives of American adolescents, the empirical evidence is clear. No other institution or program comes close to shaping youth religiously as their parents do.

Axis Clearly Helps Parents & 91% of the Total Time Parents Spend with Their Children Happens Before Age 18 • 3rd Party Research Firm Excellence in Giving: 50% of adults who use Axis have conversations with their youth & 60% see positive behavioral change. **CDC, World Bank, & Axis Research:** Calculating waking hours, time in school, & time away from home along with the average life span ... 91%+ of the total time parents will spend with their children happens before the age 18.

