



Job Title: Annual Fund and Database Manager

Job Location: Rapid City, SD

Reports To: Director of Philanthropy

Status: Full Time/Regular/Exempt

About Us:

Since 1930, the Mount Rushmore Society has been the official nonprofit partner of Mount Rushmore National Memorial. We work in partnership with the National Park Service to protect, promote, and preserve this iconic American landmark for the benefit of all people. Through fundraising, advocacy, and stewardship, we support vital projects and programs that ensure visitors today—and for generations to come—can experience the enduring legacy of Mount Rushmore.

Position Summary:

The Annual Fund and Database Manager plays a vital role in advancing the Mount Rushmore Society's fundraising operations. This role is ideal for someone who thrives at the intersection of strategy and storytelling—someone who can interpret donor data, spot trends, and turn those insights into compelling campaigns that inspire action. Responsible for both the donor database and leading annual fund efforts across multiple platforms, this role blends strategic thinking, data management, donor-centered storytelling, and thoughtful stewardship to drive long-term support. A skilled communicator, the ideal candidate can craft messages that resonate with a national audience while deepening relationships with those who make our mission possible.

Key Responsibilities

Annual Fund Management

- Develop and implement data-driven strategies for the annual giving program, including direct mail, email appeals, online campaigns, and donor recognition efforts.
- Move supporters into the donor pipeline, cultivate members and mid-level donors, and generate warm leads for the major gifts program.
- Develop compelling, donor-focused content across direct mail, email, and social platforms that tells the story of the Mount Rushmore Society's impact and inspires nationwide support; collaborate closely with the marketing and communications team to ensure message alignment.
- Use database segmentation to produce targeted recipient lists for appeals and communications.
- Track and report on the effectiveness of annual giving efforts, using insights to refine strategies.

Database Management

- Oversee the donor database (Raiser's Edge NXT), ensuring data accuracy, integrity, and security, including integration with external platforms (iWave, Mailchimp, USPS updates, etc.).
- Process donations and generate timely gift receipts and acknowledgements.
- Produce donor reports, mailing lists, and analytics to support fundraising and stewardship efforts.
- Coordinate with the Finance Department for monthly reconciliation, annual audit preparation, and year-end reporting.
- Conduct donor research and prospect analysis to support the annual and major gift programs utilizing database insights, prospect analysis tools and other resources.
- Collaborate with development staff to implement and maintain a moves management system within the database in support of major campaigns.

Donor Stewardship and Engagement

- Cultivate relationships with members and mid-level donors through thoughtful and personalized communication and acknowledgment of contributions.
- Share the impact of donor support through meaningful stories and updates that highlight the importance of Mount Rushmore and its continued preservation.
- Plan and execute stewardship initiatives to retain and upgrade members and annual donors.
- Support fundraising events by leveraging database insights for targeted outreach.

Special Events

- Support the planning and execution of key fundraising events, including the Spirit of America Gala, Donor Wall Unveiling, and others.
- Assist with logistics and vendor coordination, including venue selection, catering, and RSVPs.
- Manage ticket sales, track sponsorships, and ensure accurate reporting.
- Maintain up-to-date guest records and ensure timely post-event follow-up (e.g., thank-you letters, donor impact reports).
- Liaise with external vendors for auctions, raffles, or online giving platforms as needed.

Collaboration and Support

- Collaborate with the marketing and communications team to ensure consistent messaging and integrate storytelling across fundraising and outreach platforms.
- Work closely with the development team to align annual giving goals with broader fundraising strategies.
- Provide staff training and support on database tools and best practices.
- Stay current with trends in fundraising, donor engagement, and data management.

QUALIFICATIONS

Required:

- Bachelor's degree or equivalent experience in a related field.
- 3-5 years of experience in fundraising, database management, or a related role.
- Advanced proficiency in donor management software (e.g., Salesforce, Raiser's Edge) and Microsoft Office, with a commitment to data integrity and actionable reporting.
- Proven analytical and problem-solving skills.
- Excellent organizational skills and attention to detail.
- Demonstrated written and verbal communication skills.
- Ability to work both independently and collaboratively in a team environment.

Preferred:

- Experience managing annual giving campaigns and donor segmentation strategies.
- Familiarity with Raisers Edge NXT.
- Understanding of nonprofit fundraising best practices.
- Knowledge of the National Park Service or public lands partners.