

Treasure Coast Hospice

Annual Giving Officer

Regular Full-Time

Stuart, FL, US

Salary Range: \$80,000.00 To \$85,000.00 Annually

The Annual Giving Officer is responsible for designing, implementing, and growing a comprehensive annual giving program that generates sustainable philanthropic support for the Treasure Health Foundations. This role builds meaningful relationships with donors, prospects, volunteers, and community partners to secure annual gifts through direct mail, digital campaigns, events, appeals, and stewardship strategies. The Annual Giving Officer plays a critical role in expanding donor engagement, increasing donor retention, and ensuring consistent support for the organization's mission of compassionate end-of-life care.

Qualifications

- Bachelor's degree required.
- Three to five years of experience in accounting, database administration, and/or fundraising
- CFRE or advanced fundraising certification preferred.
- Computer literacy in Microsoft Office software (Word, Excel, PowerPoint and Outlook) programs and use of the internet.
- Experience with the Blackbaud Raisers Edge program preferred.
- Possess strong project management, customer relations, and excellent written and verbal communication skills.
- Strong storytelling skills.
- Demonstrated ability to manage multiple campaigns and deadlines.
- Maintain a high level of urgency, customer consciousness and service excellence.
- Attendance is a condition of employment.

Key Result Areas

Annual Fund Strategy & Execution

- Develop and manage a year-round annual giving plan that includes direct mail, email, social media, giving days, tribute giving, monthly giving, and special appeals that can be adapted across the Treasure Health Foundations.
- Create compelling donor communications that inspire support for Foundation funded programs.
- Manage segmentation strategies to increase donor acquisition, retention, reactivation, and upgrades.
- Monitor campaign performance, analyze donor trends, and adjust strategies to meet revenue goals.

Donor Cultivation & Stewardship

- Build and maintain relationships with annual donors, mid-level donors, and prospective supporters.
- Responsible for updating donor thank you letters, receipts and family acknowledgements, including template creation on an annual basis.
- Develop personalized stewardship plans to strengthen donor loyalty and deepen engagement.
- Coordinate donor acknowledgment processes, ensuring timely, meaningful, and mission-centered recognition.

- Identify and qualify donors for potential major gifts, planned giving, or campaign opportunities.
- Develop and maintain a portfolio of 70-100 volunteers, advisors, prospects and donors.
- Cultivate relationships with grateful families.
- Manage the Generosity Circles.
- Support fundraising events and community outreach initiatives that strengthen donor pipelines.

Data Management & Reporting

- Assist in maintaining a comprehensive donor database to facilitate gift reports, solicitations, acknowledgements and event/membership lists.
- Track fundraising metrics, ROI, donor retention rates, and campaign effectiveness.
- Prepare reports for leadership on annual fund progress, trends, and opportunities.

Expectations

Through thoughtful donor engagement and strategic fundraising, the Annual Giving Officer ensures that compassionate hospice care, pediatric support, grief counseling, and other unreimbursed services remain available to patients and families when they need them most.

OSHA Category

Position will be categorized as category III (involves no routine or potential exposure to blood, body fluids/tissues).

Working Conditions

- Typing or otherwise working primarily with fingers rather than with the whole hand as in handling.
- Sedentary – Exerting up to ten pounds of force occasionally and/or negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects, including the human body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria met.
- The work is required to have close visual acuity such as/preparing and analyzing data and figures; transcribing, viewing a computer terminal; extensive reading.

Additional Information

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed above are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.
- Incumbent may be required to perform emergency duty before, during and/or beyond normal work hours or days in the event of an emergency, crisis situation or disaster (man-made or natural) including evacuation sites. The person in the position will work in a smoke-free location and is expected to adhere to all smoking restrictions.

<https://treasurehealth.org/175/Careers>

Apply: [Online registration](#)