



Philanthropy & Sponsorships Manager

Job Description

Chapter Overview

The First Tee of Greater New Orleans is one chapter of a national non-profit youth development organizations called The First Tee. The First Tee was created in 1997 by the World Golf Foundation to provide young people of all ethnic and economic backgrounds an opportunity to develop, through golf and character education, life-enhancing values such as honesty, integrity and sportsmanship. By engaging young people in a combination of life skills, leadership and golf activities, they also are exposed to positive traits that will help them achieve success in life. Through this process, participants become valuable assets to their community. The First Tee of Greater New Orleans was founded in 2004 and serves nearly 30,000 young people annually through in-school and out-of-school time programs.

Mission Statement

Our mission is to impact the lives of young people by providing educational programs that build character, instill life-enhancing values and promote healthy choices through the game of golf.

Reports to

The Philanthropy & Sponsorships Manager reports to the Executive Director.

Job Summary

The Philanthropy & Sponsorships Manager is responsible for implementing and executing annual revenue generating activities for The First Tee of Greater New Orleans. These activities include but are not limited to implementing our annual giving program, soliciting sponsorships for a variety of special events throughout the year, including GiveNOLA Day, The First Tee Golf Classic, The First Tee Ladies Junior-Am and The First Tee National Tournament and researching and completing grant applications. The Manager is also directly responsible for executing philanthropy related communications for the organization.

The Manger provides support to the Executive Director for planning, implementation, execution, and tracking of sponsorships. This role focuses on strategic sponsorship initiatives aimed to raise brand awareness, support the mission of The First Tee, strengthen the organization's market position and secure resources needed to grow and implement program activities. Key responsibilities include creating corporate sponsorship proposals, selling sponsorship opportunities to local businesses, planning and executing sponsorship activation components, facilitating internal and external communications and effectively tracking and measuring programs.

Roles and Responsibilities

Philanthropy:

- Implement a comprehensive annual giving plan including strategies for effective donor identification, cultivation, solicitation, and stewardship.

- Support all of The First Tee of Greater New Orleans' philanthropy-related events to include correspondence, promotion, logistics with event site staff, etc.
- Identify, evaluate and pursue grant opportunities. Prepare and submit grant applications, monitor their approval process, and generate necessary follow up reports.
- Lead stewardship efforts to board members, donors, and event participants.
- Develop and oversee the implementation of the marketing strategy for the annual giving campaign each year, including printed materials, e-communications, social media, etc.
- Evaluate the annual giving program on a regular basis and provide updates to the Executive Director and Board of Directors.
- Actively support The First Tee of Greater New Orleans' Capital Campaign activities by attending meetings and providing information and resources as needed.
- Lead the development and implementation of a Planned Giving program for the organization.
- Oversee the management of the organization's donor database and ensure that all information is updated and available in real-time to Executive Director and Board of Directors.
- Make periodic contact with established donors (email, note, phone call) to nurture relationships for future donations.
- Attend all fundraising efforts as well as appropriate programming events, which may include nights and weekends.
- Work in coordination with the Executive Director to achieve the organization's philanthropic and sponsorship goals.

Sponsorships:

- Responsible for the day-to-day management of new sponsorship components, working closely with local businesses, golf facilities and internal stakeholders to execute programs.
- Manage relationships with external corporate partners, including major sports teams and universities, golf vendors, non-profit community organizations and others.
- Proactively identify potential corporate partners. Engage and schedule meetings to discuss sponsorship opportunities with local businesses, follow-up development sponsorship proposals, and communicate results and decisions to Executive Director.
- Provide planning and logistical support for special events and community outreach projects. Attend to the details of special event implementation and follow-up, collaborating with internal staff and external resources, as necessary.
- Lead creation of sponsorship support materials, including advertising and collateral material, in partnership with Operations & Communications Manager, while maintaining consistency with brand guidelines. Draft and edit donor materials and copy. Collaborate with external/internal design and/or production firms on creative ideas and design options.

- Negotiates and manages sponsorship agreements and serves as a liaison with corporate partners on sponsorship execution.
- Manage sponsorship budget. Responsible for all aspects of financial management including, coordinating sponsor invoicing and tracking of program components.
- Establish tracking mechanisms, monitor the impact of programs and optimize as necessary.

Preferred Qualifications

- Bachelor's Degree
- At least two years of experience in a philanthropy, development or sales related field
- Strong oral and written communications skills
- Charismatic and personable when working with stakeholders of all ages and backgrounds
- Excellent critical thinking skills
- Able to work evenings and weekends for special events and meetings as needed
- Experience with donor management software a plus
- Experience with youth-serving organizations is a plus
- Knowledge or interest in the game of golf is preferred but not required

To apply

Please submit your cover letter, resume and three references to chip@thefirstteenola.org. Applications will be accepted on an ongoing basis until the position is filled.

Salary Range: \$40,000-\$50,000, Commensurate with Experience. Annual bonus available for reaching fundraising goals. Health insurance stipend and PTO included with position, along with option to participate in Simple IRA matching program after 1 year of successful employment.