



National Law Enforcement Museum

at the Motorola Solutions Foundation Building

National Law Enforcement Officers Memorial Fund Job Description

Position:	Membership and Giving Relations Manager
Incumbent:	Open
Reports to:	Senior Director, Strategic Relationships
Direct Reports:	None

Summary of Position:

The Museum Membership and Giving Relations Manager is responsible for all aspects of Museum membership cultivation and retention by increasing awareness of the National Law Enforcement Museum in the community, converting visitors into members and/or donors, thinking creatively about Museum membership benefits and events, donor interests and providing excellent customer service to members/donors. This position provides oversight and responsibility for all Museum membership activities and develops strategies to identify and solicit new prospects as well as supporting overall fundraising efforts within the NLEOMF Development Department.

Primary Areas of Responsibility:

- Implements best strategies in stewardship, renewal and upgrading of current members; acquiring new members and visitor conversion; increasing annual fund gifts from members. Evaluates effectiveness of current Museum membership program services, benefits, and policies, relating to retention and acquisition of members on a regular basis. Recommends, designs, and implements changes to improve effectiveness and efficiency.
- Serves as primary representative of Museum's Membership program on a daily basis, and at all Museum Membership events, including exhibition openings, museum programs, and members-only events.
- Develops and directs strategies driving integrated mail, on-line and telephone campaigns to acquire, upgrade, and renew members and donors. Maintains schedule of solicitations and cultivations, including timely delivery of strategy, creative, and data files.
- Generates reports for Sr. Staff to measure results of Museum membership campaigns, and overall Museum membership retention and growth. Monitors progress towards revenue goal.

- Develops, promotes, and documents best practices and policies associated with member, donor, and prospect management. Maintains security, accuracy, and integrity of database.
- Maintains accurate records on donors, implements Museum Membership fulfillment (acknowledgements and member cards).
- Works collaboratively with Marketing and Communications, Visitor Services and Event Sales to implement promotions, partnerships, and communications that promote Museum membership experience and enhance visitor conversion. Works with the Marketing and Communications team to create Museum membership collateral, to support the museum's online presence for members via social media (from the membership perspective), and to update Museum Membership pages on museum website. Enhances giving opportunities through online platforms, such as social media, website, and e-communications.
- Collaborates with the Development team to identify and upgrade members to higher levels of Museum membership and annual giving.
- Works with Finance Department to prepare and monitor Museum membership revenue and expense budgets.
- Coordinate and manage the Thin Blue Line Museum giving campaign including following up with current TBL donors on inscriptions and outreach to new donor's. (Temporary Project)
- Special Projects to included setting executive level meetings and event planning for 50 to 100 people, assist with National Police Week events as needed.
- Perform prospect research as assigned to evaluate funding avenues to include viability of grant monies.
- Coordinate the Combined Federal Campaign application and participation events
- Track revenue from Law Enforcement Appreciation Sporting events (Temporary Project)
- Coordinate and support expanded sponsorship income for NLEOMF which includes the Annual Partners Program, Run for the Badge and National Police Week.
- Prepares donor prospect research utilizing development databases (LexisNexis, ResearchPoint, Foundation Center) to create an accurate appraisal of donor's finances, philanthropic priorities, political interactions and basic background.
- Administrative tasks including but not limited to creating the outline, building templates, proofreading, preparing/reviewing drafts and final editions, scheduling meetings and tracking the completion of assignments.

Knowledge/Skills/Abilities:

- 2-4 years relevant experience required
- Relational database experience; Intermediate Raiser's Edge experience required; experience in creating queries and manipulating data
- Proficiency with Excel
- Administrative and customer service experience, preferably with nonprofit membership, fundraising, and event planning experience
- Proven customer/client focus
- Excellent verbal and written communications
- Self-starter with a strong work ethic
- Ability to multi-task and prioritize
- Results driven
- Attention to detail with strong follow through skills
- Willingness to work in a team environment and collaborate across organizational channels

Working Conditions:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Position will involve an increased workload during the National Police Week. Will include travel to conferences and other events.