

Tuesday, February 3, 2026

## Manager of Individual Giving

Company: Black Trans Femmes In the Arts (BTFA)  
Location: Brooklyn, NY  
Compensation: 90,000 - 115,000

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### Position Summary

Black Trans Femmes In the Arts (BTFA) is seeking a Manager of Individual Giving. The Manager of Individual Giving is a frontline fundraising role responsible for cultivating, soliciting, and stewarding individual and major donors while leading the planning and execution of fundraising events. This position plays a critical role in achieving the organization's contributed revenue goals and works closely with the Executive Director, Board of Directors, Institutional Giving team, and Communications team.

The Manager will be accountable for raising \$150,000 in Individual Giving and \$50,000 in Major Giving in calendar year 2026, while supporting donor engagement strategies that strengthen long-term philanthropic relationships.

### Key Responsibilities

#### Field Research

Stay up to date on national and global financial trends and how they affect giving and adjust the organization's developmental strategy accordingly

Develop new strategies to increase philanthropic support from individual donors

Identify, qualify, and prioritize individual prospects through research, screening, and possibly discovery meetings.

#### Individual Giving (Primary Responsibility)

Develop and implement an annual individual giving strategy to achieve a minimum of \$150,000 in individual donor revenue by the end of 2026.

Manage donor segmentation, appeals, and targeted campaigns (annual appeal, mid-year appeal, digital campaigns).

Oversee donor stewardship, including acknowledgments, impact reporting, and ongoing engagement.

Maintain accurate donor records and reporting via CRM.

Identify opportunities to upgrade donors and increase retention and lifetime value.

#### Major Giving

Manage a portfolio of major gift prospects and donors with a goal of raising \$50,000 in major gifts in 2026.

Identify, qualify, cultivate, solicit, and steward individual donors with gift potential of \$5,000+.

Partner with the Executive Director and Board members on major donor cultivation and solicitation strategies.

Create individualized solicitation and stewardship plans for major donors and prospects.

#### Fundraising Events

Plan and execute fundraising and donor cultivation events

Develop event revenue goals, budgets, timelines, and post-event evaluation reports.

Coordinate logistics, vendors, volunteers, and event-day execution.

Collaborate with Communications team on event marketing, invitations, and follow-up.

#### Qualifications

Minimum of 3 years of nonprofit fundraising experience, with demonstrated success in individual giving and donor cultivation.

Proven ability to meet or exceed fundraising revenue goals.

Experience planning and executing fundraising or donor engagement events.

Existing network of potential donors

Strong written and verbal communication skills.

Comfort working with CRM systems and donor databases.

Ability to manage multiple priorities, meet deadlines, and work both independently and collaboratively.

Commitment to the mission and values of BTFA

Preferred Qualifications

Experience managing major gift portfolios.

Familiarity with New York City philanthropic networks.

Experience working with nonprofit boards on fundraising.

#### Key Performance Indicators (KPIs) and Performance Metrics

The Manager of Individual, Major Giving, and Fundraising Events will be evaluated annually based on the following KPIs and performance metrics:

##### Revenue Benchmarks (Primary)

Raise \$150,000 in Individual Giving by December 31, 2026.

Raise \$50,000 in Major Giving by December 31, 2026.

Achieve a minimum of \$200,000 total combined contributed revenue from individual donors and major gifts.

##### Donor Growth and Retention

Maintain or improve an individual donor retention rate of at least 60% year over year.

Increase the number of repeat donors and donor upgrades (e.g., moving donors to higher giving levels).

Successfully qualify and actively steward a pipeline of major gift prospects.

##### Major Giving Activity Metrics

Conduct a minimum of 50–75 meaningful donor touchpoints annually (meetings, calls, personalized emails).

Develop and execute individualized cultivation and stewardship plans for major donors and prospects.

##### Fundraising Events Performance

Meet or exceed event-specific revenue and net-income goals.

Deliver events on time and within approved budgets.

Ensure timely post-event follow-up, including donor acknowledgments and reporting.

##### Operational and Reporting Metrics

Maintain accurate and up-to-date donor records in the CRM.

Provide regular fundraising reports to leadership demonstrating progress toward goals.

Meet all internal deadlines related to appeals, events, and donor communications.

#### Compensation and Benefits

Salary range: \$90,000- \$115,000 base salary, commensurate with experience.

Annual performance-based bonus: Eligible for an annual bonus equal to 10% of total revenue raised above benchmark goals, tied directly to fundraising performance.

Benefits include health insurance (including vision/dental), unlimited PTO, retirement plan.

#### Hiring Process

Interested candidates should complete [the online application](#) by February 16, 2026. Any questions regarding the job descriptions can be directed to [hiring@btfacollective.org](mailto:hiring@btfacollective.org)

First interviews will ideally take place after February 18, 2026. We will notify candidates to set interviews by February 16, 2026. Secondary interviews will ideally occur the first week of March 2026. We anticipate the position starting April 1, 2026.

#### About BTFA

Black Trans Femmes in the Arts (BTFA) is a community-led arts organization founded in 2019 and based in Brooklyn, NY, serving Black trans femme artists in New York City and beyond. BTFA is a nationally recognized cultural anchor with a six-year history of delivering arts programming, financial assistance, community support, and production opportunities centered on Black trans femme artists. BTFA's mission is to create spaces for the production and preservation of Black trans art and culture by building community with Black trans femme artists and providing the resources and support necessary to thrive. BTFA envisions a world where Black trans femme artists can live and create without fear, violence, or limitation. Primary activities include an artist residency; in-house programming such as Creative Labs, artist meet-ups, ballroom labs, and Open Studio Sessions; public programming including performances and digital content; and Community Aid through emergency microgrants and mutual aid. To date, BTFA has supported over 150 Black trans femme artists, produced 50+ projects, created

performance opportunities for 75+ NYC-based artists, and redistributed over \$1M in resources, while expanding cultural visibility and economic opportunity.

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Black Trans Femmes In the Arts (BTFA)  
141 Flushing Ave, Suite 1319  
Brooklyn, NY, 11205  
914-330-8271  
[www.btfacollective.org](http://www.btfacollective.org)

For more information:  
Jordyn Jay  
[hiring@btfacollective.org](mailto:hiring@btfacollective.org)  
914-330-8271

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