

Luna Child and Youth Advocacy Centre

Capital Campaign Manager

Calgary, Alberta

Full-time

Luna Child and Youth Advocacy Centre's (Luna) purpose is to ensure children youth and families impacted by child abuse receive the support they need to heal; to hold offenders accountable; and to build communities where everyone plays a role in preventing abuse so that all children and youth are safe.

In 2024, Luna received 42% of its funding from the province of Alberta, Federal and Municipal grants, the balance is raised through donations, other grants, sponsorships, and partnerships. Luna Centre is an Alberta non-profit, and a Canada Revenue Agency registered charitable organization.

Nature & Scope

Reporting to the Director of Development and working closely with the Luna Centre team, Board, Campaign Cabinet, and consultant(s), the Capital Campaign Manager will be responsible for:

- Designing, executing, and stewarding a successful \$15 million capital campaign in collaboration with the Luna team and Campaign Cabinet.
- Leading the research, cultivation, solicitation, and recognition of major and planned gifts, ensuring ongoing stewardship.
- Supporting evolving fund development needs as the capital campaign progresses and the fundraising target is achieved.

This role will play a critical part in supporting Luna's vision and mission by establishing and strengthening a major gifts and gift planning program, both for capital initiatives and ongoing organizational priorities.

Luna Centre Values

- We Are One Team
- We Are Committed to Diversity
- We Make a Difference
- We Strive for Excellence

Duties and Responsibilities

Campaign Strategy and Leadership

- In partnership with the campaign consultant, CEO, and Director of Development, develop and implement a comprehensive, multi-phase capital campaign strategy and plan (quiet, public, and stewardship phases).
- Collaborate with leadership to contribute to case for support, campaign messaging, budget, and donor engagement strategies.
- Identify and qualify campaign prospects with leadership support.
- Coordinate and support the Campaign Cabinet and other volunteer leaders.
- Monitor campaign progress against targets and timelines, providing regular updates to leadership and the Board.

Fundraising, Grant Writing, and Donor Engagement

- Conduct prospect research.
- Identify, cultivate, solicit, and steward major gift prospects—including individuals, foundations, and corporations—with the capacity to contribute \$50,000 or more.
- Prepare and submit grant proposals and applications for capital funding from government and private foundations.
- Manage a portfolio of key donors and prospects, guiding them through the cultivation and solicitation process.
- Partner with fund development staff to align the capital campaign with Luna's ongoing fundraising efforts.

Communications and Events

- Collaborate with the communications team to develop compelling campaign materials and storytelling strategies.
- Oversee campaign-related events such as donor briefings, campaign launches, and recognition events.

Administration and Reporting

- Manage campaign records and prospect tracking tools (e.g., Raiser's Edge, iWave).
- Support gift processing, donor acknowledgment, and reporting procedures in collaboration with fund development staff.
- Prepare briefing materials for donor, volunteer, and stakeholder meetings.
- Assist with donor, sponsor, and naming recognition processes.

Knowledge, Skills, and Abilities

- Strong motivation and work ethic aligned with Luna's mission and values.
- Excellent communication skills, with the ability to engage donors, volunteers, staff, and the public in a professional and courteous manner.
- Proven ability to prioritize, manage multiple tasks, and meet deadlines with attention to detail.
- Strong organizational, written, verbal communication, and public speaking skills.
- Knowledge of budgeting principles and procedures.
- Flexible, collaborative team player.
- Knowledge of CRA regulations and relevant federal and provincial laws related to charitable organizations.
- Familiarity with AFP's professional and ethical standards for fundraising.
- Valid Alberta driver's license.
- Willingness to undergo an enhanced security check.
- Commitment to avoiding any external contracts or activities that may conflict with Luna's interests.

Education and Experience

- Minimum of five years' direct experience in major gift fundraising and gift planning.
- Demonstrated success in securing major gifts of \$50,000 or more.
- Knowledge of current trends and changes in gift planning (asset-based giving, estate planning, etc.) is an asset.
- Undergraduate degree in business, non-profit management, or a related field.
- Experience (work or volunteer) in a social services or related organization.
- Ongoing commitment to professional learning and fund development best practices.

Conduct

- Support Luna's mission, vision, and values.
- Treat others and their ideas with respect and dignity.
- Lead by example and act as a coach for others.
- Uphold the highest standards of honesty, integrity, and accountability.
- Encourage excellence and continuous improvement.
- Build teamwork, cohesiveness, and organizational pride.
- Promote creativity, innovation, and openness to change.
- Be an accessible, visible, and effective communicator and listener.

Compensation

Salary range: \$85,000–\$110,000.

Luna strives to be an employer of choice in Calgary's non-profit sector, offering a competitive total compensation package that includes:

- Employer-paid health benefits for employees and eligible dependents
- Paid time off
- Contribution to a group RRSP plan after 3 months of employment and employer matching up to 6% after 12 months of employment.
- Flexible hours
- Professional development opportunities

Application Process

Interested candidates are invited to submit a resume and cover letter outlining their experience and motivation for applying to:

Tracy Neumann

Director of Development
tneumann@lunacentre.ca

While applications will be reviewed until a suitable candidate is found and the position filled, applications are encouraged to be submitted by the third week of September.