



Development Officer, Annual Giving

ABOUT US

Help Bring Back the Joy of Childhood

Since 1983, Campfire Circle has delivered healing through happiness to thousands of kids with cancer or serious illness and their families across Ontario. Our programs are offered in paediatric hospitals across Ontario, in local communities, and at our medically supported overnight camps, offering year-round experiences that provide life-changing moments of joy, connection, and resilience.

And we're just getting started. Today, over 40,000 kids in Ontario face serious illness, many without access to the psychosocial support they urgently need. That's why we have a bold vision: to grow from serving 3,000 campers a year to 10,000. We're building a passionate, talented team to help make that vision a reality. When you join Campfire Circle, you become an integral part of a dynamic team helping to transform the lives of thousands of kids with serious illness, alongside our dedicated community of volunteers and donors.

Help us give back the joy of childhood to every kid with serious illness who needs it most.

THE OPPORTUNITY

Are you a relationship-driven fundraiser who loves staying organized, juggling competing priorities, and making donors feel genuinely valued? Reporting to the Director, Marketing, the Development Officer, Annual Giving plays a hands-on role in bringing our annual, monthly, and tribute giving programs to life – building and deploying email campaigns, coordinating direct marketing projects, stewarding donors, and serving as a warm and responsive point of contact for our supporters. You'll bring strong project management skills, comfort with digital fundraising tools, and a donor-centered approach to support the execution of our integrated programs.

The key accountabilities of the role are:

1. Annual Giving Program Support:

- Support the execution of integrated direct marketing campaigns across mail, email, SMS, and digital channels, coordinating timelines, assets, and stakeholder reviews to keep projects on track
- Maintain campaign calendars and project plans in Wrike, flagging risks and adjusting deliverables in collaboration with Director of Marketing
- Build, segment, test, and deploy email campaigns in Engaging Networks, ensuring accuracy, proper audience targeting, and quality
- Maintain and update donation landing pages, ensuring content is current, accurate, and optimized for conversion
- Support digital advertising campaign execution by assisting with asset coordination and landing page optimization



- Support segmentation strategy and post-campaign analysis across all annual giving channels
- Support the tracking of key program metrics across the annual giving stream, including retention rates, campaign performance, and revenue trends, and assist with reporting on progress toward targets to inform ongoing planning and optimization
- Compile and report on email campaign results at a program level, including open rates, click-through rates, and conversion data, to support ongoing optimization
- Support the implementation of the new donor welcome journey to improve donor retention across all annual giving funds
- Collaborate with vendors to support campaign execution and optimization
- Work cross-functionally to ensure donor data integrity and consistency.

2. Donor Management & Stewardship:

- Act as the primary point of contact for Campfire Circle's donation line, responding to inbound donor calls and redirecting inquiries to other teams as appropriate
- Serve as a primary point of contact for donors across the annual giving stream, managing incoming inquiries by phone and email in a timely manner
- Coordinate the execution of stewardship touchpoints for annual giving donors, including thank-you calls, acknowledgement letters, impact touchpoints, and ongoing recognition
- Support the implementation of a targeted thank-you call plan, ensuring donors feel acknowledged and valued
- Maintain accurate and up-to-date records of all donor interactions and stewardship activities in Raisers Edge
- Work in close collaboration with the Donor Experience team to ensure a consistent and donor-centered approach across all touchpoints.

3. Monthly Giving:

- Serve as the primary point of contact for monthly donors, providing responsive and relationship-centered support across the full donor lifecycle
- Manage the monthly donor welcome process, ensuring new donors are on-boarded in a timely manner
- Conduct proactive outreach to recover declined payments, update lapsed payment information and retain at-risk monthly donors
- Support identification of one-time donors who are strong candidates for conversion to monthly giving, and action conversion outreach
- Support the growth and retention of the monthly giving program, contributing to donor acquisition, conversion, and upgrade initiatives under the direction of the Director of Marketing
- Maintain accurate records and assist with tracking retention and cancellation trends to inform program planning
- Coordinate ongoing monthly donor communications, including impact updates and stewardship touchpoints.

4. Tribute Giving:

- Serve as the primary relationship manager for in-memory donor families, ensuring they are personally acknowledged, kept informed of how tribute gifts are being used, and meaningfully stewarded throughout the year
- Support the coordination of stewardship activities for in-honour and in-memory donors, segmented by gift type and donor journey stage
- Ensure tribute donor families are invited to Campfire Circle events and open houses as appropriate
- Support the execution of strategies to improve tribute donor retention and conversion rates, in collaboration with the Director of Marketing
- Maintain tribute giving records and ensure accurate gift coding and acknowledgement in Raiser's Edge NXT
- Work closely with the Donor Experience team to develop and deliver a consistent experience for tribute donors.

ABOUT YOU

- Relevant university degree or equivalent experience
- 1-3 years' experience in fundraising, annual giving, donor relations, or a related nonprofit role
- Experience with direct donor contact, including outreach by phone and email
- Experience building and deploying email campaigns, including segmentation, testing, and reporting
- Strong project management skills with the ability to manage multiple concurrent campaigns and deadlines
- Strong analytical, organizational, and communication skills, with a warm and professional approach to donor interactions
- Ability to work both independently and collaboratively in a small, fast-paced team environment
- Clear police reference check and vulnerable sector screening
- Current G2 or G class driver's license and the ability to be covered by camp's insurance policy.

To support our commitment to a safe, caring environment for children with serious illnesses and their families, all staff must attest to having received their childhood vaccinations along with confirmation of tuberculosis (TB) clearance, which may include screening, testing, and/or treatment as needed. Seasonal boosters against Influenza and the most recent circulating strain of COVID are strongly encouraged. All staff must provide an updated criminal record check or Vulnerable Sector Screening and be currently eligible to work in Canada and for Campfire Circle.

WORKING CONDITIONS

- a) This role is currently on a hybrid working model with 2-3 days a week working in person in the office. A flexible schedule is required occasionally, as is the occasional requirement to attend in-person at our Toronto location more frequently. The position involves some evening and weekend commitments.
- b) The role is performed in a generally hazard-free office environment and in a clean atmosphere.



- c) The position may have the opportunity to attend and support programming at overnight camp.
- d) In consideration of the population Campfire Circle serves, the incumbent is a non-smoker.

COMPENSATION & BENEFITS

This position is for an existing vacancy at Campfire Circle and offers a competitive hiring range of \$58,000 - \$65,000. Campfire Circle is invested in our staff's health, wellness and career growth. As part of the total compensation package for this role, we offer a comprehensive benefits package, with premiums fully paid by the organization with the exception of Long Term Disability, including \$4,000 annually for mental health practitioners, a wellness benefit up to \$500 annually, an accelerated RRSP matching program up to 5% of base salary, paid vacation time plus a paid winter shutdown period up to eight days, flexible hybrid work arrangements, and on-going professional development.

HOW TO APPLY

Please send a resume and salary expectations to careers@campfirecircle.org with the email subject reading **2026036 – Development Officer, Annual Giving**.

Don't meet every single requirement in this posting? Studies have shown that people of colour and individuals who are female identifying, are less likely to apply to jobs unless they meet every single qualification. If you're excited about this role but your past experience doesn't align perfectly with every qualification or requirement we encourage you to apply anyways. You may be just the right candidate!

All tools may be utilized at any stage of recruitment for this role. This posting will remain open until filled. Only applicants selected for an interview will be contacted. For more information about Campfire Circle, please visit www.campfirecircle.org - No phone calls please.

ACCESSIBILITY & DIVERSITY, EQUITY AND INCLUSION

Campfire Circle is deeply committed to fostering a diverse and inclusive workforce that reflects the rich diversity of the communities we serve. We welcome applications from racialized persons/persons of colour, Indigenous People from North America and around the world, persons with disabilities, 2SLGBTQIA+ individuals, and those who bring diverse perspectives and experiences. Our commitment is to provide equitable employment opportunities to all and to maintain a work environment free from discrimination and harassment.

We are equally committed to providing an inclusive and accessible workplace. Applicants requiring accommodations to access our job postings and apply for roles with our organization are invited to reach out to our HR Team at careers@campfirecircle.org or in a manner that fits their accessibility needs, and can trust that their application will be considered equitably for our available roles. Contact information for our HR Team is located on our website at <https://campfirecircle.org/work-at-campfire>



[circle/](#), and more information about our accessibility commitments can be found at <https://campfirecircle.org/about-campfire-circle/accessibility-at-campfire-circle/>.

LAND ACKNOWLEDGEMENT

Campfire Circle acknowledges that we operate on the traditional territory of many nations, including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples, and is now home to many diverse First Nations, Inuit and Métis peoples.

On this land, we are grateful to share the magic of camp with children and families, and we endeavour to create a community of joy, hope and healing. Acknowledging the land that we occupy is just one small step on the path towards Truth and Reconciliation.