



Position Title: Manager of Center Digital Fundraising Success  
Location: Onsite @ Care Net Headquarters in Lansdowne, VA or Remote  
Department: MarComm  
Exempt/Non-Exempt: non-exempt  
Reports To: Chief Outreach Officer  
Direct Reports: none

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## **About Care Net**

Founded in 1975, Care Net supports one of the largest networks of pregnancy centers in North America, runs a national call center providing immediate pregnancy decision coaching, and equips the church to minister to women and men considering abortion through its *Making Life Disciples* initiative.

Vision - Care Net envisions a culture where women and men faced with pregnancy decisions are transformed by the gospel of Jesus Christ and empowered to choose life for their unborn children and abundant life for their families.

Mission - Acknowledging that every human life begins at conception and is worthy of protection, Care Net offers compassion, hope, and help to anyone considering abortion by presenting them with realistic alternatives and Christ-centered support through our life-affirming network of pregnancy centers, churches, organizations, and individuals.

## **Position Focus**

Care Net supports a network of more than 1,200 affiliated pregnancy centers, offering them training and resources on a variety of topics such as client care, marketing, board management, and evangelism. However, Care Net does not currently offer a robust set of resources on one of the most important and difficult functions of a pregnancy center – digital fundraising.

Accordingly, Care Net seeks to hire a Manager of Center Digital Fundraising Success to manage a program to provide Care Net-affiliated pregnancy centers with a suite of offerings to assist them in their fundraising efforts, focused primarily on digital fundraising and anchored in one-on-one training of centers on the fundamentals of effective digital fundraising.

We are looking for a digital marketing and fundraising professional who wants to help pregnancy centers grow revenue through inbound marketing and fundraising optimization, and who will lead centers to grow their email files, donor bases, and fundraising results.

## **Primary Responsibilities:**

- With the help of Care Net's Marcomm and Digital Development teams, create a plan to reach Care Net's network of affiliated pregnancy centers with fundraising education, that includes consulting services, that will work strategically with Care Net's current set of

services provided to affiliates. Execution of this plan will require working with both the MarComm and Strategic Programs departments to coordinate the provision of this new set of services to work seamlessly with current offerings.

- Manage multiple clients/accounts simultaneously to provide digital fundraising consulting services (outlined below) to Care Net-affiliated pregnancy centers
- Provide one-on-one consultation to Care Net-affiliated pregnancy centers to assist them in their digital fundraising efforts
  - Train centers on how to write a value proposition, effective emails, effective donation pages, and other assets needed to run a successful digital marketing/fundraising campaign
  - Train centers on how to set up and manage a Facebook advertising campaign
  - Recommend A/B tests to help centers optimize their efforts and train them on how to set up and track their own A/B tests
  - Train centers on how to set up and track their marketing efforts
  - Write emails, donation pages, and other assets for pregnancy centers.
  - Recommend appropriate tools/programs/vendors for centers to use for email, database, online giving, and other important functions of a marketing program
- Point centers to additional Care Net resources to enhance their fundraising efforts.
- Co-develop new resources (such as online courses, printed materials, webinars, conference workshops, etc) to assist centers in their digital fundraising
- Co-teach digital marketing/fundraising at Care Net's National Conference
- Other duties as assigned

### **Qualifications**

- Committed Christian who demonstrates a personal relationship with Jesus Christ as Lord and Savior
- Agrees with and can uphold Care Net's Statement of Faith, Vision/Mission, and Core Values
- Possesses a strong commitment and dedication to the pro-life position and related sexual purity issues
- Digital marketing and fundraising experience
- Copywriting experience.
- Polished oral and written communications skills and strong interpersonal communication skills
- Comfortable in a fast-paced, creatively demanding work environment that requires meticulous attention to detail
- 1-3 years of experience executing digital marketing/fundraising campaigns
- Bachelor's degree (preferable in marketing communication, or a similar field) from an accredited four-year college or university (required).

Please forward a cover letter, resume, and writing sample to Vincent DiCaro, Chief Outreach Officer, at [vdicaro@care-net.org](mailto:vdicaro@care-net.org). (no calls please).