



**Job Title:** Director, Lifetime Giving  
**Reports To:** Vice-President, Philanthropy  
**Location:** Toronto, Ontario (Hybrid, Min 2 days/week in person)  
**Employment Type:** Full-Time Permanent (35 hours/week)  
**Salary Band:** \$90K – \$100K annually

## **Terry Fox Foundation**

The Terry Fox Foundation stands as one of Canada’s most iconic and impactful charitable organizations, rooted in the extraordinary legacy of Terry Fox. In 1980, after losing his leg to osteogenic sarcoma, Terry embarked on the Marathon of Hope—a cross-country run to raise awareness and funds for cancer research. His journey, marked by courage, resilience, and unwavering determination, captured the hearts of Canadians and inspired a nationwide movement.

Although Terry’s run was cut short after 143 days when his cancer returned, his dream lives on. Today, the Terry Fox Foundation continues to uphold his vision by funding innovative cancer research and inspiring millions through his story. With over 10,000 annual Terry Fox Runs held in communities across Canada, the Foundation plays a vital role in fostering national unity, promoting health and wellness, and advancing scientific discovery.

For over four decades, the Foundation has united Canadians in the pursuit of a world without cancer. Every donation, every step taken in Terry’s name, fuels groundbreaking research and brings hope to millions. Joining the Terry Fox Foundation means becoming part of a legacy that dares the impossible—and works every day to make it possible.

### **A Dynamic Leadership Role to Drive Lifetime Philanthropic Impact**

As Director, Lifetime Giving, you will lead the strategy, performance, and evolution of annual appeals, monthly giving, one-time donations, and tribute programs. You will design and deliver integrated annual giving campaigns focused on donor acquisition, retention, and segment growth, expanding our base of support, strengthening lifetime value, and driving predictable, sustainable revenue in support of our mission.

Reporting to the VP, Philanthropy, you will directly manage 1-3 direct reports, ensuring operational excellence, strong stewardship execution, and a consistent, inspiring donor experience.

### **Why This Role Matters**

Annual and recurring donors represent long-term belief in our mission and provide the stability that allows us to plan boldly and act decisively.



The Director, Lifetime Giving plays a significant leadership role in:

### **1. Annual Giving Strategy & Revenue Growth**

Develop and execute a comprehensive annual giving strategy that drives donor acquisition, retention, reactivation, and upgrades. Set revenue targets, segment goals, and multi-year growth plans aligned with organizational priorities.

### **2. Donor Acquisition & Pipeline Development**

Lead acquisition strategy across digital, direct mail, peer-to-peer, events, and emerging channels to expand the donor base. Build sustainable entry points that feed mid-level and major gift pipelines.

### **3. Segmentation, Lifecycle & Retention Management**

Oversee donor segmentation and lifecycle marketing to increase retention, frequency, and average gift. Design tailored engagement strategies for key segments (new donors, recurring donors, mid-level, lapsed, etc.) to maximize lifetime value.

### **4. Integrated Campaign Execution**

Plan and deliver integrated, multi-channel campaigns (digital, email, direct mail, social, SMS, phone) that are data-informed, brand-aligned, and optimized for performance. Ensure consistent messaging and coordinated calendar management.

### **5. Performance Analytics & Optimization**

Establish KPIs and dashboards to track acquisition cost, retention rates, upgrade performance, ROI, and segment growth. Use data insights, testing, and continuous improvement to optimize revenue and donor experience.

This role ensures that every donor touchpoint contributes to sustainable revenue growth and a meaningful donor journey, from first gift to lifelong commitment.

### **What You'll Achieve**

As Director, Lifetime Giving, you will:

- Deliver 3–5 integrated annual appeal campaigns, including a high-performing year-end holiday campaign, that meet or exceed revenue targets.
- Grow annual giving revenue across one-time, monthly, tribute, and recurring segments through a coordinated multi-channel strategy.



- Increase donor retention and lifetime value through structured lifecycle journeys and enhanced stewardship touchpoints.
- Expand the monthly donor program by increasing acquisition, upgrades, and long-term sustainment rates.
- Reactivate lapsed donors and convert tribute donors into repeat supporters, strengthening overall segment performance.
- Establish and track clear KPIs (acquisition cost, retention, upgrade rates, ROI) to continuously optimize program performance.
- Build and execute a strategic annual appeals calendar aligned with organizational priorities and revenue goals.
- Strengthen team performance and accountability by providing clear leadership and direction to the Donor Relations Officer and Lifetime Giving team.
- Foster cross-functional alignment to ensure annual giving campaigns are integrated with broader organizational initiatives.

### **Who You Are**

You are both strategic and practical, equally comfortable shaping vision and reviewing response rates.

You bring:

- 5+ years of progressive fundraising experience, including annual and/or recurring giving program strategy and implementation
- Demonstrated success leading multi-channel campaigns that meet or exceed revenue targets
- Strong analytical skills and comfort working with CRM data and performance dashboards
- Experience managing and developing staff
- A collaborative approach and ability to influence across teams
- The ability to balance big-picture thinking with disciplined execution

***You are motivated by measurable progress, energized by collaboration, and committed to building donor relationships that endure.***

### **What Success Looks Like**

Success in this role is defined by both revenue performance and program strength. Within 12–24 months, you will have:

- Annual giving revenue meets or exceeds targets, with diversified growth across one-time, monthly, tribute, and recurring segments.
- Donor acquisition grows year over year while maintaining a sustainable cost per acquisition.
- Donor retention rates improve, with measurable reduction in first-year and multi-year attrition.



- The monthly giving program demonstrates strong net growth (new sustainer acquisition outpacing cancellations) and increasing average lifetime value.
- Lapsed donor reactivation rates increase, contributing meaningful incremental revenue.
- Clear, consistent KPI dashboards inform decision-making, with a culture of testing, data analysis and optimization embedded in campaigns.
- Appeals are delivered on time, on brand, and through coordinated multi-channel execution with strong internal alignment.
- The team operates with clarity, accountability, and high performance, with strong collaboration across marketing, digital, finance, and major gifts.
- Annual giving meaningfully contributes to the mid-level and major gift pipeline through improved segmentation and upgrade strategy.

Most importantly, success means creating a sustainable, donor-centered program that drives long-term lifetime value and deepens belief in our mission.

### **How to Apply**

Your talents, passion, and dedication will help us continue Terry's legacy and make a lasting impact in the lives of so many. To begin a meaningful new journey with us, please submit a cover letter and resume to [careers@terryfox.org](mailto:careers@terryfox.org).

We are dedicated to employment equity, and we value diversity in the workplace. If you require any accommodation during the recruitment process, please reach out to us.

To be considered for this position, applicants must be legally eligible to work in Canada at the time of application. The Terry Fox Foundation is unable to support work permit or immigration applications for this role. Employment is contingent upon the Foundation's receipt of all required documentation.

While we thank all applicants for their interest, only those selected to move forward in our screening process will be contacted