

Manager, Annual & Community Giving

About Pancreatic Cancer North America (PCNA)

We've raised enough sympathy. It's time to raise survival rates.

Pancreatic cancer is the third deadliest cancer globally and is projected to become second by 2030. Incidence is expected to rise by 95% by 2050, particularly among those under 55. Despite this trend, the disease remains underfunded, understudied, and overlooked.

Pancreatic Cancer North America's evolution from a national charity to a North American leader marks a decisive step forward, escalating pancreatic cancer to the global crisis that it is. PCNA exists to fundamentally change the way patients, caregivers, and communities experience pancreatic cancer. We are uniting science, advocacy, and awareness under one focused mission: to redefine pancreatic cancer from a death sentence to a survivable disease.

Position Summary

PCNA is seeking a strategic, results-driven Manager, Annual & Community Giving to lead and grow our annual, digital, tribute and community-based fundraising programs. Reporting to the Director of Philanthropy & Donor Engagement, this is a revenue-generating role accountable for achieving annual fundraising targets and building an engaged and sustainable donor base.

The Manager will translate strategy into execution by driving donor acquisition, retention, and long-term value through integrated campaigns, emotionally resonant tribute giving, monthly donor growth, and community fundraising. This role is ideal for a fundraising leader who balances analytical rigour with powerful storytelling, values autonomy and creative problem solving, and is motivated by PCNA's mission to raise survival rates.

This is a full-time, hybrid position based in the Greater Toronto Area, with regular in-office presence and flexibility to work remotely.

Key Responsibilities

Annual Giving

- Own and deliver annual revenue targets across annual, tribute, and mass-market fundraising programs in Canada.

PANCREATIC CANCER NORTH AMERICA

- Drive the execution, and optimization of integrated, multi-channel fundraising campaigns across email, website, digital advertising, peer-to-peer, and paid media.
- Position tribute giving as a core revenue driver and meaningful entry point for new supporters, embedded strategically across donation flows, digital channels, and campaigns.
- Translate fundraising strategy into clear campaign plans with defined goals, timelines, budgets, and performance metrics.
- Monitor campaign performance closely and adjust tactics in real time to maximize revenue, donor engagement, and lifetime value.

Donor Engagement

- Drive growth of the monthly giving program by converting one-time and tribute donors into sustained supporters.
- Oversee donor journeys that move supporters through acquisition, engagement, upgrade, and retention stages.
- Oversee execution of stewardship and recognition activities that strengthen donor loyalty and long-term revenue.
- Use donor data, segmentation, and behavioural insights to identify growth opportunities, improve retention, and reduce churn.

Community & Peer-to-Peer Fundraising

- Lead revenue growth from community and third-party fundraising initiatives, ensuring they contribute meaningfully to overall fundraising goals.
- Support and empower community fundraisers and volunteers through scalable tools, clear guidance, and consistent stewardship.
- Align community fundraising activity with national campaigns, tribute giving, and core mission storytelling to maximize reach and impact.
- Identify high-potential community initiatives and opportunities to grow participation, visibility, and long-term sustainability.

Performance Management & Cross-Functional Leadership

- Maintain revenue forecasts for annual, tribute, monthly, and community giving, identifying risks and opportunities throughout the year.

- Establish and track key performance indicators including revenue, donor acquisition, retention, and conversion.
- Lead testing and optimization efforts across campaigns, donation flows, and donor journeys, scaling successful approaches to improve ROI.
- Produce regular performance reports and insights for senior leadership and internal stakeholders.
- Collaborate closely with Marketing, Philanthropy, Finance, and external vendors to ensure integrated planning, execution, and accountability.
- Contribute to a strong culture of philanthropy by setting clear expectations, sharing results, and championing donor-centred fundraising practices.

Team Leadership & Management

- Manage and support two direct reports.
- Set clear goals, priorities, and performance expectations aligned with revenue targets and campaign plans.
- Establish clear workflows, timelines, and quality standards to ensure consistent, high-quality output.
- Foster a collaborative, accountable, and results-oriented team culture.

Qualifications & Experience

- 5+ years of experience in annual giving, digital fundraising, community fundraising, or individual giving within a non-profit organization.
- Demonstrated success meeting or exceeding annual revenue targets through multi-channel fundraising campaigns.
- Experience growing and stewarding monthly giving programs.
- Strong understanding of donor lifecycle management, segmentation, and stewardship best practices.
- Experience working with CRM and fundraising platforms (Raisers Edge or similar asset).

- Highly analytical, with the ability to translate data into actionable revenue strategies.
- Excellent written and verbal communication skills, with strong project management and collaboration abilities.
- Organized, proactive, and comfortable managing multiple priorities in a fast-paced environment.
- Commitment to equity, inclusion, and donor-centred fundraising practices.
- Passion for PCNA's mission and improving outcomes for people affected by pancreatic cancer.

Benefits

We provide our employees with a highly competitive, comprehensive benefit package. The package includes participation in a defined benefit plan (HOOPP - Healthcare of Ontario Pension Plan), coverage for drugs, dental, vision and travel insurance, as well as access to an Employee Assistance Plan. In addition, we offer a Health Spending Account for services not covered by standard plans (e.g. massage, acupuncture, physio, chiropractic care, etc.).

Salary: \$70,000 - \$75,000/year

If you are interested in this opportunity, please forward your cover letter and resume, by **Friday February 27th, 2026**, to:

Anne LeMesurier - Director, Philanthropy & Community Engagement

alesurier@pancreaticcancernorthamerica.org

PCNA is committed to building and preserving an open, inclusive, and healthy work environment. We welcome all applicants to apply to join our team. We accommodate people with disabilities throughout the recruitment and selection process, and applicants are encouraged to advise us if an accommodation is required. We thank you for your interest and we are reviewing applications on a rolling basis and will only contact candidates that are qualified to continue in the recruitment process.

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