

**Job Title:**

Campaign Experiences Lead

Position Summary

The Campaign Experiences Lead plays a critical role in helping The FOCUS Group's clients build stronger donor relationships and accelerate fundraising success through transformative President's Weekend (or similar) campaign events.

Reporting to the Chief Culture Officer, this position leads the strategy, planning, and execution of President's Weekend experiences for organizations engaged in capital campaigns with The FOCUS Group. These highly personalized, multi-day events are designed to immerse major donors in an organization's mission, deepen relationships with key stakeholders, showcase impact firsthand, and inspire greater generosity.

Working closely with client leadership, development teams, and The FOCUS Group consulting team, the Events Manager creates and delivers exceptional experiences that advance campaign goals while reflecting the values and mission of the organizations we serve.

Key Responsibilities**Event Strategy, Planning & Execution**

- Partner with The FOCUS Group consultants and client leadership to design President's Weekend experiences aligned with campaign goals and funding priorities.
- Develop event agendas, timelines, project plans, and detailed run-of-show.
- Manage all event logistics, including venues, travel, accommodations, transportation, vendors, catering, and guest experience details.
- Lead on-site execution and oversee all aspects of event operations.
- Anticipate challenges, solve problems in real time, and adapt quickly while maintaining excellence.
- Ensure every event reflects a high-touch, hospitality-driven experience for attendees.
- Drive and coordinate all aspects of event planning including:
 - Build strong working relationships with clients to serve as a trusted partner to executive leaders, development teams, and program staff..
 - Facilitate planning meetings and guide clients to prepare for

- meaningful donor engagement opportunities.
- Design immersive experiences that connect donors more deeply to an organization's mission and vision. Includes coordinate site visits, storytelling opportunities, interactive sessions, and mission-focused experiences.
- Support the development of presentations, remarks, scripts, and key messaging including creating meaningful mission moments that highlight organizational impact, beneficiaries, and the people carrying the mission forward.
- Balance inspiration, education, relationship-building, and fundraising objectives throughout the event experience.

Fundraising Integration & Follow-Up

- Partner with client development teams to create meaningful donor engagement opportunities throughout the weekend/event.
- Align event flow with cultivation, solicitation, and stewardship strategies.
- Contribute to post-event follow-up planning and donor engagement recommendations.
- Support clients in maximizing the fundraising impact of each President's Weekend experience.

Evaluation & Continuous Improvement

- Lead post-event debriefs with clients and consulting teams.
- Evaluate event outcomes against campaign goals and fundraising objectives.
- Document lessons learned, best practices, and recommendations for future events.
- Contribute to the ongoing refinement of The FOCUS Group's campaign event strategies and processes.

Required Qualifications

- Five or more years of event management experience within nonprofit fundraising. Must have experience planning and executing complex, multi-day events for executive leaders, board members, major donors, or other high-level stakeholders.
- Strong project management and organizational skills with exceptional attention to detail.
- Excellent communication, presentation, and client-facing abilities.
- Ability to manage multiple priorities and deadlines in a fast-paced environment.
- Demonstrated ability to remain calm, adaptable, and solutions-oriented under pressure.
- Willingness and ability to travel regularly.
- Personal and professional alignment with the mission and values of The FOCUS Group.

Desired Qualifications

- Familiarity with Christian ministries and faith-based nonprofits.
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The Ideal Candidate

The ideal candidate thrives at the intersection of strategy, hospitality, and mission.

They understand that meaningful experiences have the power to deepen relationships, communicate vision, and inspire generosity. They are equally comfortable developing the big-picture strategy for an event and managing the smallest logistical details required to bring that vision to life.

This individual is highly organized, deeply relational, and naturally proactive. They build trust quickly with organizational leaders, development professionals, donors, and team members. They anticipate needs before they arise, adapt gracefully when plans change, and consistently deliver experiences that feel thoughtful, personal, and seamless.

They embody the core values of The FOCUS Group and are motivated by purpose. They see each event as an opportunity to help organizations strengthen donor relationships, accelerate campaign success, and maximize Kingdom impact.

Location & Travel

- This is a full-time position that will require frequent travel for client planning meetings, President's Weekend events, and team gatherings.
- Must reside within reasonable proximity to a major airport.
- Ideal candidate based near St. Augustine, FL (not required)

Mission

The mission of The FOCUS Group is to advance the kingdom of God by building trusting relationships with our clients and providing them with expertise and guidance to accelerate the funding of their vision.

Vision

Our vision is to see God “make all things new” through the work of our clients.

Interested candidates should submit a letter of interest and resume to:

Ame Eldredge

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