



Outreach Manager

Mission Statement for Rainbow Acres

The Mission of Rainbow Acres is to serve as “a Christian community with heart that empowers persons with developmental disabilities to live to their fullest potential with dignity and purpose.”

Job Title: Outreach Manager

Department: Advancement

Reports to: Chief Advancement Officer

Status: Exempt, Full-time

DATE: May 2026

Summary: The Outreach Manager is responsible for strengthening Rainbow Acres’ visibility, relationships, and community engagement through strategic outreach initiatives. This role focuses on building and maintaining partnerships with churches, community organizations, volunteers, donors, and referral sources to advance the mission, support admissions, and grow philanthropic and volunteer engagement. Evidence of a strong Christian commitment and alignment with Rainbow Acres’ values is essential.

Minimum Professional Requirements:

- High School Diploma (prefer Associates or Bachelor’s degree in Communications, Business, Marketing, Nonprofit Management, or related field)
- Minimum of two years of experience in outreach, community engagement, nonprofit work, admissions, fundraising, or related roles.
- Excellent verbal and written communication skills
- Good working knowledge of fundraising strategies and practices
- Excellent interpersonal and customer service skills with the ability to effectively interact with and engage with diverse populations
- Ability to represent Rainbow Acres professionally and missionally to external audiences.
- Demonstrated leadership and project management skills
- Proficient with Microsoft Office Suite and fundraising related software applications including databases

Required Clearances

Ability to meet all clearance requirements including:

- Level one fingerprint clearance card
- Background check

- Pre-employment physical and drug screen
- Reference checks
- Verification of compliance with Adult Protective Services Registry, and vaccination requirements.

Professional Responsibilities

Volunteer & Donor Engagement Support: Approximately 40% of time

1. Responsible for creating an exceptional experience from start to finish for church and other organization volunteer groups
2. Coordinate and manage various Volunteer Mission Groups and Individual Volunteers to implement mission projects on campus. Maintain an annual Volunteer Group calendar.
3. Maintain accurate outreach records and contacts in the designated database system (e.g., Bloomerang).
4. Perform application interviews, manage the background checks and fingerprint card clearances for all volunteers
5. Assist in the distribution of volunteer schedules to all appropriate departments.
6. Coordinate volunteer meetings with group leaders and the Director of Buildings & Grounds or the Programs Manager.
7. Coordinate meetings with the volunteer groups and individual volunteers as needed; provide an orientation within the first 24 hours of their stay.
8. Coordinate church and other organization volunteers and individual volunteers with the completion of required forms, cost of participation, donation generation, the timely submission of requested items/documentation. Meet all deadlines required for the volunteers.
9. Coordinate any Ranch housing accommodations for long-term volunteers and groups.
10. Work with the commercial kitchen staff to ensure volunteer groups have food, beverages, etc. as needed.
11. Record and report volunteer work hours for Mission Teams/Volunteer Groups.
12. Support volunteer recruitment efforts through community outreach and presentations.
13. Promote our resident admissions information to Volunteer Groups and inform the Admissions Manager of any interested individuals.
14. In charge of all Volunteer inquiries, timely responses, follow up and perform campus tours to prospective Volunteers.
15. Track and manage follow-up efforts to ensure an exceptional and continually improving volunteer experience.

Community & Church Outreach: Approximately 25% of time

1. Develop and maintain strong relationships with churches, service organizations, volunteer mission groups and community partners; update lists in Bloomerang for correct contacts, addresses, emails and phone numbers
2. Serve as a primary point of contact for outreach inquiries and relationship cultivation.

3. Reach out by phone and email annually to each church and community partner; continue to build donor and volunteer relationships with the churches
4. Represent Rainbow Acres at community events, church visits, fairs, conferences, and speaking engagements.
5. Handle all inquiries from new churches and community partners; mail letters and information packets as needed
6. Create a welcoming and mission-centered outreach experience from first contact through follow-up.

Fundraising / Admissions Assistant: Approximately 25% of time

1. Build and maintain relationships with referral sources, including families, agencies, schools, and service providers.
2. Promote Rainbow Acres' admissions opportunities to community partners and prospective families.
3. Collaborate with the Admissions team to track outreach leads and referral activities.
4. Prepare necessary donor and admissions presentation materials for in person and group meetings. Assist in ordering donor and admissions promotional items.
5. Undertake project tasks and administrative details as determined by the Advancement team.
6. Assist with special events and donor tours. May include taking RSVPs, guest list generation, coordinate vendors, set up and participation at campus events.
7. Assist with various administrative support including filing, phone calls, scheduling tours, volunteer inquiries, emails and create / prepare documents as directed.

Communications & Promotion (Approx. 10%)

- Assist in developing outreach materials, presentations, and messaging consistent with Rainbow Acres' brand and mission.
- Provide content ideas and support for marketing, social media, and publications related to outreach efforts.
- Ensure timely follow-up, documentation, and reporting of outreach activities.

Other Responsibilities

1. Deliver cross-functional collaboration and support to drive initiative and priorities within the Advancement Department.
2. Provide administrative support and assist in providing front office coverage, answer phones, and greet guests as needed.
3. Other duties as assigned

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is frequently required to stand; walk; have great dexterity of hands and arms; stoop; kneel, and talk and hear. The employee is required to sit for long periods of time. The employee may be required to lift and/or move up to 25 pounds. The employee must be able to navigate the Ranch moving from smooth surfaces to rocky or uneven terrain.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Work is performed in both office and community settings. The role requires frequent interaction with staff, residents, families, volunteers, donors, and the public. Evening or weekend work may occasionally be required to support outreach events. Travel may be required.