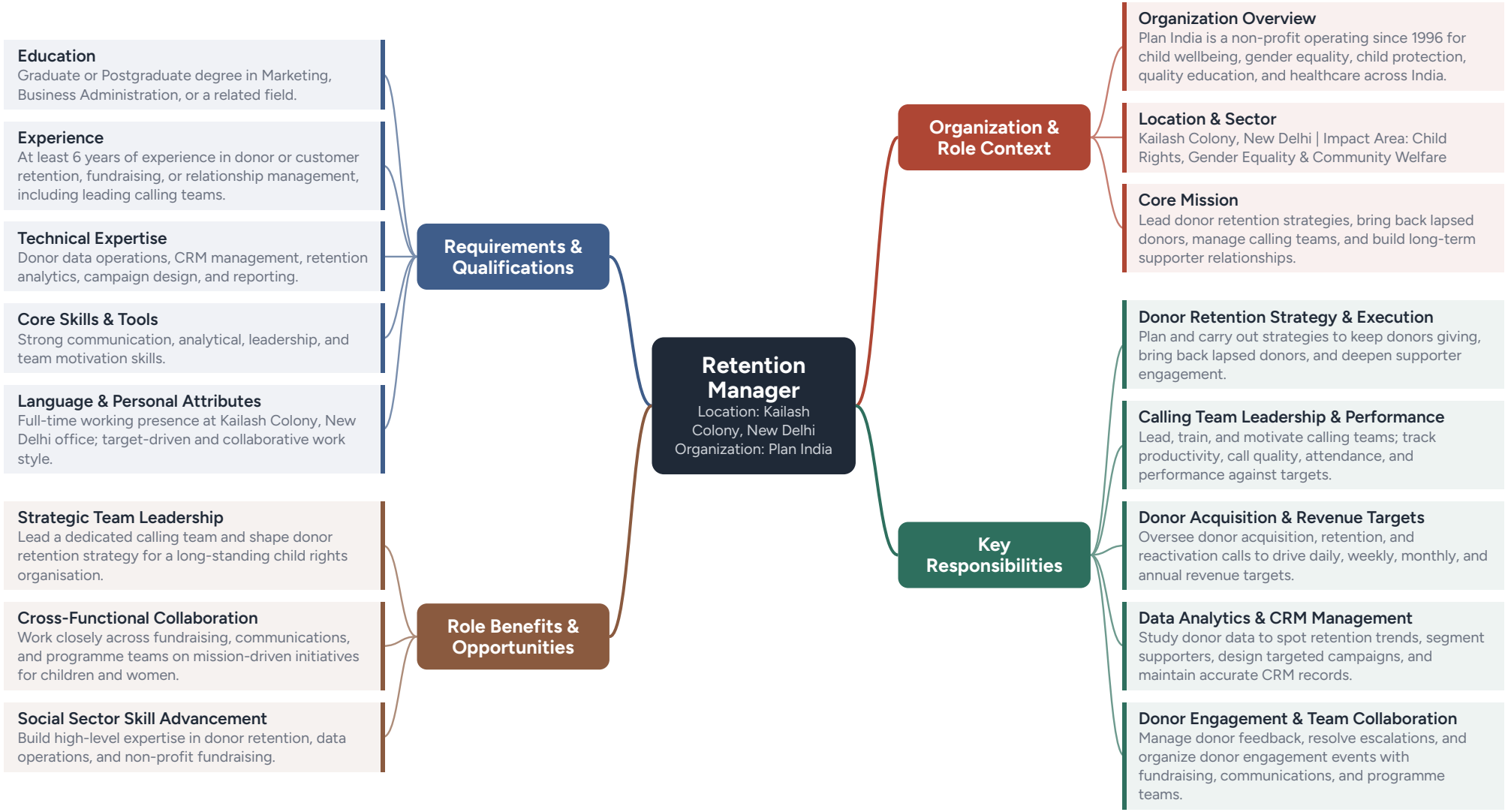
Plan India

Manager – Retention in New Delhi | Plan India

New Delhi, Delhi · full-time · senior level · Competitive

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Skills this role needs

Donor retention and reactivation	Calling team management	CRM and donor data management	Fundraising target achievement	Performance monitoring and reporting

Job description

Plan India

Plan India is a not-for-profit organisation that works for the wellbeing of children and for equality for girls and women across India. Since 1996, it has helped millions of children and young people get access to government schemes for child protection, quality education and healthcare. Its community programmes put children and girls at the centre. They also help families get a healthy environment, ways to earn a living and a real voice in local development. The goal is lasting change for children, families and communities with the fewest resources.

Role

The Retention Manager leads Plan India's work to keep donors giving, bring back past donors and build lasting relationships with supporters. Working from the Kailash Colony office in New Delhi, the manager leads the calling teams who speak with donors every day, sets clear goals for them and helps them meet retention and fundraising targets. The role works with the fundraising, communications and programme teams and studies donor data to understand why people stop giving. It then plans ways to keep donors close to the cause.

Responsibilities

- Plan and carry out strategies to keep donors giving, bring back lapsed donors and deepen their engagement.
- Lead, train and motivate calling teams, and track their productivity, call quality, attendance and performance.
- Oversee calls for donor acquisition, retention and reactivation, and drive daily, weekly, monthly and annual retention and revenue targets.
- Study donor data to spot retention trends, group supporters by audience and design campaigns that reduce drop-off and increase long-term giving.
- Keep donor records accurate and up to date in the CRM, and prepare regular performance reports with ideas for improvement.
- Build strong relationships with donors, manage feedback channels, and resolve questions and escalations quickly and politely.
- Organise donor engagement activities, corporate events and donor meets with the fundraising, communications and programme teams.
- Make sure the team follows organisational policies and keeps donor data confidential.

Requirements

- A graduate or postgraduate degree in Marketing, Business Administration or a related field.
- At least 6 years of experience in donor or customer retention, fundraising or relationship management.
- Proven experience leading calling teams and running donor data operations, including CRM updates and reporting.
- A clear record of meeting retention and fundraising targets and keeping a team motivated to reach them.
- Experience planning donor engagement activities and events.
- Strong communication, analytical and leadership skills.
- Able to work full time from the office in Kailash Colony, New Delhi.

Benefits

- Lead a team and shape how a long-standing child rights organisation keeps its supporters connected to its work.

- Work closely with fundraising, communications and programme teams on mission-driven work for children, girls and women.
- Build your skills in donor retention and fundraising within the social sector.

Apply

Check your fit for the role and receive the apply link in your mailbox

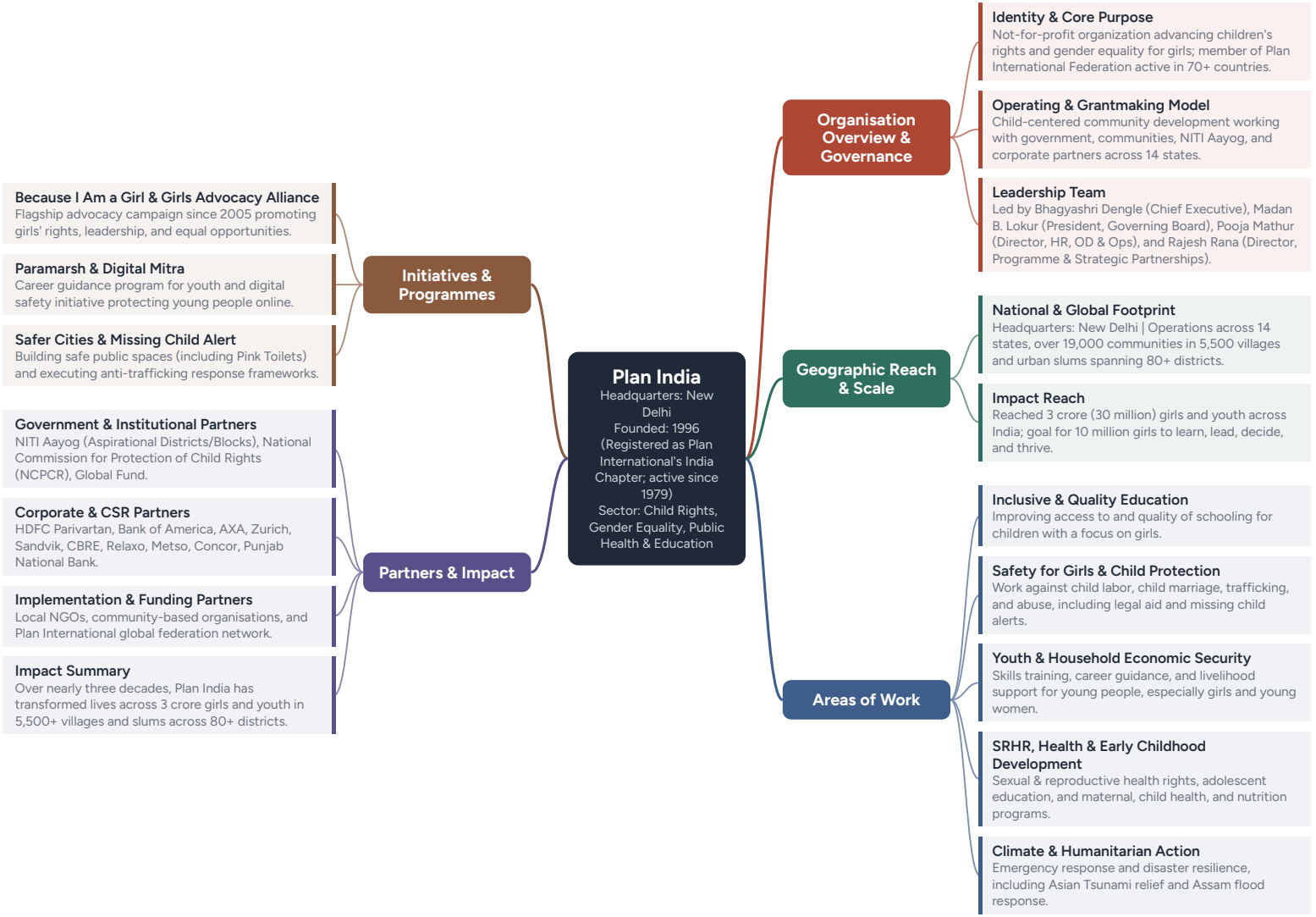
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About the organisation

Plan India

Child Rights & Gender Equality

planindia.org ↗
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About Plan India

Plan India is a not-for-profit organisation working across India to advance children's rights and equality for girls. Registered in 1996 as Plan International's India Chapter, it works with government, communities, and corporate partners on education, health, protection, and economic opportunity for children and young people, with a particular focus on girls and adolescents. Its stated goal is for 10 million girls and young women to learn, lead, decide, and thrive. Since its founding, Plan India has implemented child centred community development programs in more than 5,500 villages and urban slums across over 80 districts in India.

Major Areas of Work

- Inclusive and Quality Education: Programs that improve access to and quality of schooling for children, with a focus on girls.
- Safety for Girls and Child Protection: Work against child labour, child marriage, trafficking, and abuse, including support for missing children and legal aid.
- Youth and Household Economic Security: Skills training, career guidance, and livelihood support for young people, especially girls and young women.
- Sexual and Reproductive Health Rights and Services: Health education and access to services for adolescents and young people.
- Maternal, Child Health, Nutrition and Early Childhood Development: Programs supporting pregnant mothers, infants, and young children.
- Climate and Humanitarian Action: Emergency response and resilience building, including relief work during disasters like the Asian Tsunami and recent flood response in Assam.

Major Initiatives & Programmes

- Because I Am a Girl: Plan India's flagship campaign, running since 2005, advocating for the rights and status of girls in India.
- Paramarsh: A career guidance and planning program for children and young people, with a focus on girls.
- Safer Cities: An initiative building safe, accountable, and inclusive cities and public spaces for women and girls, including the Pink Toilets project.
- Missing Child Alert: A project responding to child trafficking and missing children cases.
- Girls Advocacy Alliance: A program working to secure equal rights and opportunities for girls.
- Digital Mitra: A program addressing online safety for young people.

Impact

Plan India states its work has reached the lives of 3 crore girls and youth across India. It has run child centred community development programs in more than 5,500 villages and urban slums spanning over 80 districts. The organisation is a development partner of NITI Aayog on the Aspirational Districts and Aspirational Blocks Programs, and works with national bodies including the National Commission for Protection of Child Rights on child protection issues.

Leadership

- Bhagyashri Dengle, Chief Executive
- Madan B. Lokur, President, Governing Board
- Pooja Mathur, Director, Human Resource, Organisation Development and Operations
- Rajesh Rana, Director, Programme and Strategic Partnerships

Partners

NITI Aayog, National Commission for Protection of Child Rights, Global Fund, HDFC Parivartan, Bank of America, AXA, Zurich, Sandvik, CBRE, Relaxo, Metso, Concor, Punjab National Bank

Plan India suits people who want to work on child rights and gender equality at national scale, with direct engagement across government, community, and corporate channels. The organisation runs a wide portfolio of projects across education, health, protection, and livelihoods, giving employees exposure to different parts of the development sector under one roof. It appeals to people who want to work on long-term, systemic issues affecting girls and children, backed by a nearly three decade long presence in India.

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