



Development Director Position Description

Objectives of Position:

The Development Director assists the Executive Director in creating, planning, and implementing fundraising efforts. The Development Director helps foster and maintain donor relationships, creates and implements donor communications, manages donor events, administers donor databases, and leads other development initiatives that will encourage, sustain, and grow support to meet the needs of the Center.

Reports To: Executive Director

Hours/Wages: Salaried, Exempt, Full Time; Eligible for PTO, Paid Holidays, Health Insurance Benefits, and Retirement Plan with Employer Match

Qualifications:

1. Demonstrates a close personal relationship with Jesus Christ, spiritual maturity, and a prayerful, evangelical witness. (Required)
2. Holds a strong commitment to protecting the sanctity of human life and upholding chastity. Maintains a consistent life-affirming philosophy and would never refer or advise a woman to have an abortion. (Required)
3. Expresses full agreement with Assist's Statements of Principle and Faith, Code of Ethics, and Policies and Procedures and possesses a sincere desire to serve abortion-vulnerable women (Required).
4. Evidences strong organizational and administrative skills, attention to detail, and ability to provide leadership in collaborating with staff and volunteers while planning to meet deadlines. (Required)
5. Exhibits strong interpersonal communication skills, friendly phone demeanor, excellent verbal and written communication abilities, and public speaking aptitude. (Required)
6. Demonstrates strong computer literacy with Microsoft Office and database/donor management software. (Required) Experience in donor prospect research a plus. Experience with social media, Canva, Mailchimp, and other online event platforms a plus.
7. Is able to handle confidential information with sensitivity and discretion (Required)
8. Possesses experience with office administration and project management; has a track record of meeting project goals on time. (Required)
9. Is self-motivated, dependable, and able to work independently with little supervision (Required).
10. Has 3 or more years of experience in development, communications, or event planning. (Preferred)
11. Has a Bachelor's Degree, preferably in Marketing, Business, Communications, Event Planning, or related field. (Preferred)

Major Responsibilities:

Donor Relationship Building

1. Assists the Executive Director in preparing the annual development plan and works to execute programs in the following areas of fund development: annual giving, major gifts, mid-major gifts, direct mail, special events, planned gifts, donor relationships, and other activities.
2. Supports the identification, cultivation, solicitation, and stewardship of Assist supporters by working with the Executive Director to develop strategies for donor engagement and giving. Prepares regular progress reports. Prays for and encourages donors.
3. Maintains key donor level lists and tags in donor databases and works with the Director to form strategic engagement plans for various levels (major, mid, new, lapsed, potential donors, etc.). Helps schedule individual meetings, Center tours, and other personal donor engagements.

Donor Events

1. Works with the Executive Director to envision creative and impactful fundraising events to accomplish strategic organizational goals in line with annual development plan.
2. Plans, coordinates, promotes, and executes all aspects of fundraising events (marketing, logistics, supplies, volunteer recruitment, registration management, program, data processing, appreciation, participant correspondence, etc.), including the Walk|Run|Ride and Annual Fundraising Banquet.
3. Oversees ministry Open House design, planning, volunteer staffing, logistics, and follow up.
4. Works with Church Partnerships Coordinator to plan and execute annual volunteer appreciation event.
5. Evaluates fundraising events on an ongoing basis, and provides interim and after-action reports to the Executive Director, including strategic after-action analysis.

Donor Communications

1. Oversees donor communication channels (mass mailings, text alerts, appeals, e-blasts, event related marketing, donor social media), and works with Executive Director to ensure unified and mission-focused messaging to all donor segments.
2. Works with Executive Director to create processes for donor appreciation and follow up. Ensures timely and personalized donor appreciation calls, notes, and follow up; tracks all communications in database.
3. Works with graphic designer to create all necessary donor print materials (Annual Report, ministry brochures, special donor campaign materials, event invitation suites, appeal design, etc.).
4. Coordinates production of print newsletter, coordinating themes, guest contributions, and design with graphic designer; maintains updated print and electronic mailing lists.
5. Prepares supplies, orders stationery, and produces mailings in house and through vendors. Schedules and utilizes mailing team and administrative volunteers to execute mailings; implements bulk mailing procedures.
6. Ensures donor website updates occur according to annual communications calendar.
7. Represents the ministry at community events or donor gatherings in order to share about ministry's services and needs.

Management & Administration

1. Manages the donor database/CRM; employs donor information systems that ensure donor and prospect records and history are current, accurate, relevant, and timely. Works with Office Coordinator to ensure new and regular donor information is captured, inputted, and labeled in database.
2. Trains and utilizes development and event volunteers to assist with projects, including newsletters, data management, and event logistics.
3. Follows and updates procedural guides for database functions and reports.
4. Develops budget forecasts for events and donor relations priorities during annual budget process.
5. Seeks out training in Biblical fundraising models and grows in donor software and research abilities on ongoing basis.
6. Carries out other duties as may be assigned.

The Development Director shall receive an annual evaluation from the Executive Director, after an initial 90 day performance evaluation.