



Director of Donor Development and Fundraising Job Description

Hiring Contact: M. Suzanne Roberts, M.Ed. CEO (sroberts@volunteercare.org)

ESSENTIAL DUTIES AND RESPONSIBILITIES: Under the direction of the CEO, the full time Director of Donor Development and Fundraising will be a member of the VBA Leadership Team, with essential duties to execute the long-term vision and strategy of VBA's development, fundraising and donor engagement initiatives and creatively strategize campaigns, fundraising initiatives and marketing platforms to secure additional individual, corporate, faith-based and civic funding partners. Essential responsibilities include but not limited to:

Donor, Prospect Management and Direct Mail

- In coordination with the CEO, successfully secure the contributed gifts needed to meet the annual financial goals. i.e., make appointments, provide packet materials, conduct VBA tours and presentations, etc.
- Successfully manage the activity of all donors and prospects by maintaining contact updates, biographic and gift information through the VBA donor software program.
- Acknowledgement of all gifts (verbal and written) within 24 hours of receipt.
- Independently research prospects under direction of the CEO and create donor prospect profiles for the CEO.
- Design and execute multiple direct mail campaigns; i.e., secure donor / prospect database and create direct mail budget.
- Create materials necessary for VBA brand development.
- Participate in community activities and networking events; i.e., chambers, community events etc.

Gift Acknowledgement and Fund Management

- Adhere to VBA policy and procedure on acceptance, recording, communicating, and acknowledging gifts.
- Immediately communicate with CEO and Accountant regarding the receipt and disposition of all gifts.
- Properly acknowledge all gifts within 24 hours of receipt consistent with donor acknowledgment policies and procedures.
- Immediately respond to donor and CEO questions regarding gifts.
- Investigate and resolve and report fund / gift record-keeping issues to the CEO.

Special Event Planning/Implementation

- Assist the CEO and the Board Development Committee in the planning and execution of all fundraising events and donor cultivation events.
- Create and manage timelines for all events.
- Develop and refine attendee lists.
- Responsible for all event communication strategies through individual, group presentations, email, I-contact, social media, radio, newspaper, flyers, posters and invitations.
- Assist Director of Operations in securing volunteer assistance for all events.
- Assist with invitations, programs, seating arrangements, speakers, and other event details.
- Manage event attendee database and all RSVPs.
- Assist the CEO and the Board Development Committee in creating strategies to meet all event budgets.

Data Integrity/Coding

- Responsible for all aspects of the VBA Donor Database Management System.
- Responsible for all donor data entry, analysis and weekly reporting to the CEO.

QUALIFICATIONS:

Bachelor's Degree in communications, business or equivalent is required. CFRE certification a plus. Minimum of 4 years' experience in individual donor development, fund development and event planning.

Mission minded knowledge of non-profit services, with a commitment to the Free Clinic concept and philosophy of care.

Commitment to professional ethics in working with highly confidential, sensitive information.

Excellent oral and written skills, high degree of administrative skill, and ability to effectively communicate to multiple entities on a daily basis.

Extremely detail oriented and organized, with the strong ability to successfully multi-task as necessary. Proven ability to work independently and with a team, make decisions, solve problems effectively. Ability to work under pressure and meet required deadlines.

Proven success in developing effective working relationships with teams, Board members, staff, volunteers, donors, prospects and the community.

Demonstrated success in securing support from private and public sources to meet the annual strategic financial goal of the organization.

Demonstrated success with the use of social media for fundraising campaigns and marketing strategies. Extensive computer skills, including proficiency in Microsoft Office WORD, Excel, PowerPoint with the understanding of donor data base and reporting / record software; i.e., Bloomerang, E-Tapestry, Black baud, etc.

JOB CLASSIFICATION: Full Time and Non-Exempt.

COMPENSATION AND BENEFITS: Annual salary is commensurate with experience. Limited benefits provided.